

**FINAL PROJECT**  
**DESIGN OF A WEB COMIC ON IMLEK TRADITIONS IN INDONESIA AS A**  
**MEDIA FOR INTRODUCING TIONGHOA CULTURE TO 18-25 YEAR OLDS**

To meet the requirements for completing the Final Project (Bachelor's Degree -1)

**VISUAL COMMUNICATION DESIGN STUDY PROGRAM**



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**2026**

## APPROVAL PAGE

DESIGN OF A WEB COMIC ON IMLEK TRADITIONS IN INDONESIA AS A  
MEDIA FOR INTRODUCING TIONGHOA CULTURE TO 18-25 YEAR OLDS

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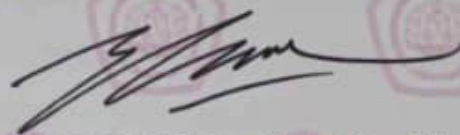
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**AGREEMENT PAGE**

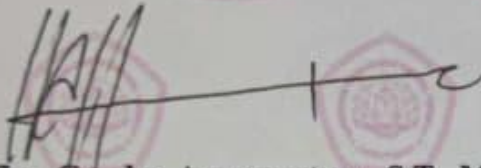
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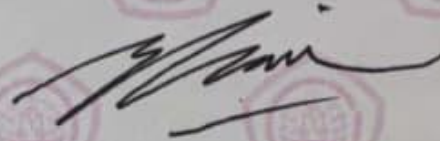
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## STATEMENT OF FREE PLAGIARISM

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, 6 Mei 2026

Who Made the Statement



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## ABSTRACT

Imlek is one of the traditions of the Tionghoa ethnic community. This tradition is a celebration to welcome spring in China, which is considered a new life. Imlek is officially recognized as one of the national holidays in Indonesia, which creates a moment of togetherness across ethnicities and religions. Unfortunately, the interest of young Tionghoa Indonesians in preserving this culture is declining, as reported by regional.kompas.com, which explains that the younger generation is less interested in Tionghoa culture, posing a threat to its preservation. Some of the reasons for this are that young people today are more interested in entertainment such as social media, modern and global culture, which makes them less interested in the traditions of their ancestors, and the lack of media that is suitable for young people that explains this culture. This phenomenon shows the importance of introducing the Imlek tradition in depth to the target audience.

This design was carried out using descriptive qualitative and descriptive quantitative methods, with data collection through interviews with expert sources, literature, and questionnaires. The data will be analyzed using the TOWS Matrix method. The results of the analysis will be used as ideas for the web comic design.

It can be concluded from the analysis results that web comic design is an effective means of introducing Imlek traditions in depth to young ethnic Tionghoa in Indonesia, which will be uploaded to the Webtoon platform. The web comic design uses a semi-realistic illustration style with a light and relatable story that appeals to the target audience.

Through this web comic design, it is hoped that the interest and understanding of young Tionghoa Indonesians aged 18-25 years old in Imlek traditions will increase, with the aim of preserving Imlek traditions among the younger generation of Tionghoa Indonesians.

**Keywords:** Imlek, Tionghoa, Web comic, Young people, Webtoon

## FOREWORD

All praise and gratitude I express to God Almighty for all His blessings and mercy so that I am able to complete the preparation of this thesis entitled “Designing a Web Comic of Imlek Tradition in Indonesia as a Cultural Introduction Media for Ages 18-25.” This thesis is written as one of the academic requirements to obtain a Bachelor of Design in the Visual Communication Design Study Program, Faculty of Architecture and Design, National Development University “Veteran” of East Java. During the process of preparing this research, I received support, guidance, and assistance from various parties, so that this thesis could be completed. Therefore, I would like to respectfully convey my gratitude to all parties who have contributed, provided assistance, and supported the preparation of this thesis

1. The one and only God who is the source of wisdom and strength in the process of carrying out this design.
2. The late Father Prayogo Gunawan who fully supported the author until the end of his life and became the author's motivation to do his best until the end.
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10. Jevoni Windah as the base color assistant for the web comic, who is very helpful in the web comic design process.

11. As well as all parties involved in this design process.

The author realizes that this design is still far from perfect and has shortcomings in aspects of report writing as well as the execution of the final result. Therefore, constructive criticism and suggestions are needed as learning for both the author and the readers in webcomic design in the future. In conclusion, it is hoped that this design can be beneficial and provide a positive impact for many parties.

Surabaya, 6 Mei 2026

Tanlia Gunawan

## TABLE OF CONTENTS

AGREEMENT PAGE .....	i
APPROVAL PAGE.....	ii
ABSTRACT .....	iii
STATEMENT OF FREE PLAGIARISM .....	iv
FOREWORD.....	v
TABLE OF CONTENTS .....	vii
LIST OF FIGURE .....	x
LIST OF TABLES .....	xiv
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 Background .....	1
1.2 Problem identification.....	6
1.3 Problem Formulation .....	6
1.4 Batasan Masalah .....	6
1.5 Design Objectives .....	7
1.6 Benefits of Design .....	7
1.7 Design Framework.....	8
BAB II .....	9
LITERATURE REVIEW AND EXISTING STUDIES .....	9
2.1 Operational Definition of the Title .....	9
2.1.1 Definition of Web Comics .....	9
2.1.2 Definition of Imlek in Indonesia .....	9
2.1.3 Definition of Tionghoa Culture.....	9
2.1.4 Definition of Age 18-25 Years.....	10
2.2 Theoretical Foundation .....	10
2.2.1 Comic .....	10
2.2.2 Imlek .....	34
2.2.2.1 Imlek History.....	34
2.2.2.3 The Philosophical Meaning and Values in Imlek Traditions.....	36
2.2.2.4 Traditions and Symbols of Imlek .....	37

2.2.2.5 Celebration Imlek in Indonesia .....	41
2.2.3 Ages 18-25 Years .....	41
2.2.4 Double Diamond Method.....	43
2.3 Existing Study.....	44
2.3.1 Existing Study Data.....	44
2.3.2 Existing Study Analysis .....	45
2.4 Comparative Study .....	45
2.4.1 Comparator Study Data .....	46
2.4.2 Comparative Study Analysis.....	46
BAB III.....	47
DESIGN METHODOLOGY .....	47
3.1 Design Method.....	47
3.2 Design Object .....	48
3.3. Data Collection Techniques.....	48
3.3.1 Primary Data .....	49
3.3.2 Secondary Data .....	54
3.3.3. Target Audience Segmentation .....	57
3.4 Data Analysis Techniques.....	57
3.4.1 Interview Data Analysis .....	58
3.4.2. Analisis Data Kuesioner.....	62
3.4.4 Analysis of Mass Media Observation Data.....	65
3.4.4 Consumer Insight Analysis .....	66
3.4.5 Consumer Journey Analysis.....	66
3.4.6 TOWS <i>Matrix</i> Analysis.....	71
3.5 Data Synthesis.....	72
3.6 Unique Value Proposition (UVP) .....	73
BAB IV.....	74
CONCEPT AND IMPLEMENTATION DESIGN .....	74
4.1 Formulation of the Concept .....	74
4.1.1 Keyword Formulation .....	74
4.1.2 Verbal Concept.....	75
4.1.3 Visual Concepts.....	79
4.1.4 Media Concepts.....	88
4.2 Design Planning Process.....	89

4.2.1 Rough Sketch .....	89
4.2.2 Design Comprehensive .....	93
4.2.3. Design Validation.....	98
4.2.4. Final Design (Final Artwork).....	99
4.3. Design Implementation.....	108
4.3.1 Web Comic Creation Process.....	108
4.3.1 Implementation of Main Media .....	109
4.4. Project Budget Plan .....	113
BAB V .....	114
CONCLUSION .....	114
5.1 Conclusion .....	114
5.2 Suggestion.....	114
BIBLIOGHRAPY .....	116
APPENDIX .....	119

## LIST OF FIGURE

Figure 1. 1 APJII Internet User Profile 2025 by Generation Group .....	3
Figure 1. 2 Google Trends (Source: Google Trends accessed on February 3, 2026).....	4
Figure 1. 3 Free and popular comic category applications (Source: Similarweb accessed on February 3, 2026) .....	5
Figure 1. 4 Design Framework (Source: Personal Documentation).....	8
Figure 2. 1 Ancestral Printed Comics (Source: McCloud, 2000:218).....	11
Figure 2. 2 Comic Computer Screen (Source: McCloud, 2000:222) .....	11
Figure 2. 3 Infinite Canvas (Source: McCloud, 2000:223).....	12
Figure 2. 4 The Main Basis of Comic Elements .....	14
Figure 2. 5 One point perspective.....	17
Figure 2. 6 Two-Point Perspective (Source: Webtoon The Students of Illip Arts High accessed on October 19, 2025).....	17
Figure 2. 7 Three-Point Perspective (Source: Webtoon The Students of Illip Arts High, accessed on October 19, 2025).....	18
Figure 2. 8 Bird Eye View.....	18
Figure 2. 9 High Angle.....	19
Figure 2. 10 Low Angle.....	19
Figure 2. 11 Eye Level .....	20
Figure 2. 12 Frog Eye Level.....	20
Figure 2. 13 Close Up.....	21
Figure 2. 14 Extreme Close Up .....	21
Figure 2. 15 Medium Shot.....	22
Figure 2. 16 Long Shot.....	22
Figure 2. 17 Extreme Long Shot .....	23
Figure 2. 18 Gutter Web Comic .....	23
Figure 2. 19 Gutter Space on Webtoon .....	24
Figure 2. 20 Speech Bubble.....	24
Figure 2. 21 Thought Bubble.....	25
Figure 2. 22 Captions .....	25
Figure 2. 23 Sound Lettering.....	26
Figure 2. 24 Lettering .....	26
Figure 2. 25 Illustration Cartoon .....	27

Figure 2. 26 Realistic Illustration .....	27
Figure 2. 27 Motion Line.....	28
Figure 2. 28 Symbolia .....	28
Figure 2. 29 <i>Monochromatic</i> .....	29
Figure 2. 30 <i>Analogous</i> .....	30
Figure 2. 31 <i>Complementary</i> .....	30
Figure 2. 32 Split Complementary .....	30
Figure 2. 33 Triadic .....	31
Figure 2. 34 Tetradic .....	31
Figure 2. 35 <i>Color Temperature</i> .....	32
Figure 2. 36 <i>Atmospheric Perspective</i> .....	32
Figure 2. 37 Monster Nian Imlek Legend .....	35
Figure 2. 38 Angpao .....	37
Figure 2. 39 Barongsai .....	39
Figure 2. 40 Fortune Tales   The Story of Lunar New Year.....	44
Figure 2. 41 Webtoon MAMAMAAF.....	45
Figure 3. 1 Double Diamond Method.....	47
Figure 3. 2 Flowchart of In-Depth Interview on Chinese New Year Traditions.....	49
Figure 3. 3 Photo of the Source, Priest of Hok Swie Bio Temple.....	50
Figure 3. 4 Flowchart of Young People's Perception Towards Chinese New Year.....	51
Figure 3. 5 Photo of a Young Chinese Ethnic Source .....	51
Figure 3. 6 Flowchart of In-Depth Interviews About Web Comics .....	52
Figure 3. 7 Webtoon Photo of Amalia Alfi Abida S.M.I .....	53
Figure 3. 8 Questionnaire Flowchart .....	53
Figure 3. 9 Mass Media Observation Screenshot.....	57
Figure 3. 10 Interview with Wen Si Kho Tjihang San .....	58
Figure 3. 11 Interview with Ken Malvin .....	60
Figure 3. 12 Interview with Amalia Alfi Abida S.M.I .....	61
Figure 3. 13 Picture of Tania .....	66
Figure 3. 14 Picture of Emmanuel Effendi.....	67
Figure 3. 15 Picture of Novi Elsinta.....	69

Figure 4. 1 Keyword Flowchart.....	74
Figure 4. 2 Art style comic .....	79
Figure 4. 3 Color Comic .....	80
Figure 4. 4 Layout Example .....	80
Figure 4. 5 Reference Jessica Chandra.....	81
Figure 4. 6 Reference Yohan Tanuwijaya .....	81
Figure 4. 7 Reference Chen Lien Hua .....	82
Figure 4. 8 Reference Deepika .....	82
Figure 4. 9 Reference Edward .....	83
Figure 4. 10 Reference Shana Ong.....	83
Figure 4. 11 Reference Hendra Tanuwijaua.....	84
Figure 4. 12 Reference Campus .....	84
Figure 4. 13 Reference Dorm .....	84
Figure 4. 14 Reference Yohan Boarding House.....	85
Figure 4. 15 Reference Chen Lien Hua House.....	85
Figure 4. 16 Thumbnail Chapter Example .....	86
Figure 4. 17 Reference Typography Main Title.....	87
Figure 4. 18 Typography Speech bubble.....	87
Figure 4. 19 Example Typography Sound effect.....	88
Figure 4. 20 Sketch Character Jessica .....	90
Figure 4. 21 Sketch Character Yohan.....	90
Figure 4. 22 Sketch Character Lien Hua .....	91
Figure 4. 23 Sketch Character Deepika .....	91
Figure 4. 24 Sketch Character Edward.....	92
Figure 4. 25 Sketch Character Yohan's Father .....	92
Figure 4. 26 Sketch Character Yohan's Mom.....	93
Figure 4. 27 Alternative Design Title Comic .....	94
Figure 4. 28 Alternative Design Jessica .....	94
Figure 4. 29 Alternative Design Yohan.....	95
Figure 4. 30 Alternative Design Chen Lien Hua.....	95
Figure 4. 31 Alternative Design Deepika .....	96
Figure 4. 32 Alternative Design Edward.....	96
Figure 4. 33 Alternative Design Yohan's Father .....	97

Figure 4. 34 Alternative Yohan's Mom .....	97
Figure 4. 35 Alternative Design Thumbnail.....	98
Figure 4. 36 Final Design Title Comic .....	98
Figure 4. 37 Validation Design Character .....	98
Figure 4. 38 Final Design Thumbnail.....	99
Figure 4. 39 Final Design Jessica .....	100
Figure 4. 40 Final Design Yohan .....	101
Figure 4. 41 Final Design Chen Lien Hua.....	102
Figure 4. 42 Final Design Deepika .....	103
Figure 4. 43 Final Design Edward.....	104
Figure 4. 44 Final Design Yohan's Father .....	105
Figure 4. 45 Final Design Yohan's Mom.....	106
Figure 4. 46 Design Background International University.....	106
Figure 4. 47 Design Background Dorm .....	107
Figure 4. 48 Design Background yohan's Boarding House.....	107
Figure 4. 49 Design Chen lien Hua's House .....	108
Figure 4. 50 Web Comic Creation Process .....	108
Figure 4. 51 Implementation Main Media.....	109
Figure 4. 52 Supporting Media Angpao .....	110
Figure 4. 53 Supporting Media Sticker Sheets .....	110
Figure 4. 54 Supporting Media Instagram.....	111
Figure 4. 55 Supporting Media Postcard .....	111
Figure 4. 56 Supporting Media Pin Button .....	112
Figure 4. 57 Supporting Media T Shirt .....	112
Figure 4. 58 Supporting Media Standee Character 1:1 .....	113

## LIST OF TABLES

Table 3. 1 Book Literature Study .....	54
Table 3. 2 Journal Literature Study .....	56
Table 3. 3 Mass Media .....	56
Table 3. 4 Questionnaire Analysis of Imlek Traditions .....	63
Table 3. 5 Tania's Activities in a Day (Monday).....	67
Table 3. 6 Emmanuel Effendi's Activities in a Day (Monday) .....	68
Table 3. 7 Novi Elsinta's Activities in a Day (Wednesday) .....	69
Table 3. 8 TOWS Matrix Analysis.....	71