

BAB V

CONCLUSION

5.1 Conclusion

Based on the results of the design of this Web Comic final project, it can be concluded that the process of designing a Web Comic on Imlek traditions as a medium for introduction as well as preservation of Tionghoa culture can provide a deep understanding of Imlek traditions in terms of meaning and history for the 18-25 age group. The design of the Web Comic not only focuses on engaging visuals and storylines, but also involves research on the history of Imlek, its deeper meaning, traditions, cultural symbols, as well as the habits of the younger generation in consuming digital media.

The data collection results indicate that the majority of young Tionghoa individuals still have a limited understanding of the history, philosophy, and meaning behind the Imlek tradition. The development of digital media has led the younger generation, especially those aged 18-25, to more frequently consume digital entertainment, thereby demonstrating that cultural educational media can bridge tradition with contemporary media consumption habits.

This design also demonstrates that digital comic media can serve as an effective means of reintroducing the values of Imlek traditions to the younger generation without eliminating the elements of digital entertainment popular among youth. With a modern visual approach that still maintains aspects of Imlek culture, this web comic is expected to foster an emotional connection between the target audience and Tionghoa culture, particularly Imlek traditions, and raise awareness of the importance of preserving traditions as part of cultural identity.

5.2 Suggestion

Based on the process and results of designing a Imlek tradition Web Comicsite as a medium for introducing Tionghoa culture, there are several suggestions that can be considered for further development. First, evaluations and trials with a broader audience are needed to determine the effectiveness of delivering cultural messages through the Web Comicsite. Feedback from readers regarding the storyline, character design, and level of understanding of cultural material can serve as a basis for development for similar projects in the future. Second, media development can be expanded through other interactive digital media such as short

animations, motion comics, or interactive social media to reach a wider audience and align with the digital media consumption habits of young people today.

With continuous development, it is hoped that the educational Web Comicsite on Imlek traditions can become a medium that not only entertains but also plays a role in helping the younger generation to recognize, understand, and preserve Tionghoa culture as part of the cultural diversity in Indonesia.