

FINAL PROJECT
DESIGNING DIGITAL COMICS AS AN ALTERNATIVE
REINTERPRETATION OF THE CHARACTER OF RAHWANA FOR
TEENAGERS AGED 18-25 YEARS

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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2025/2026

APPROVAL PAGE

**DESIGNING DIGITAL COMICS AS AN ALTERNATIVE REINTERPRETATION OF
THE CHARACTER OF RAHWANA FOR TEENAGERS AGED 18-25 YEARS**

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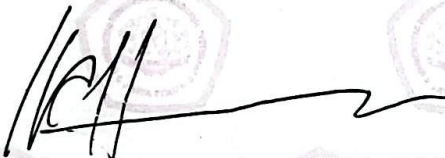
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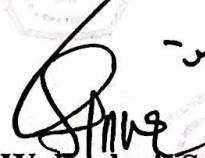
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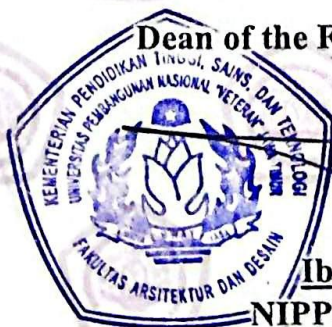
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AGREEMENT PAGE

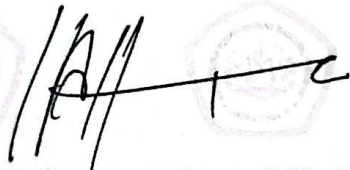
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STATEMENT OF FREE PLAGIARISM

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I declare that in this scientific dokumen 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.

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ABSTRACT

In today's digital era, internet usage in Indonesia continues to increase every year. Technological advances bring many benefits, but they also pose new challenges, one of which is the rampant spread of hoaxes. Adolescents' digital literacy and critical thinking skills still need to be improved, so that they are vulnerable to becoming victims and spreaders of false information. Therefore, adolescents aged 18–25 years were chosen as the target of the design, considering that they are actively using digital media and are in the phase of identity formation. The classic story of the Ramayana is a source of inspiration because it contains moral values that are relevant today. The LINE Webtoon platform was chosen as the primary medium due to its high popularity among teenagers.

The design of this digital comic is divided into four main phases, namely problem formulation, data collection, data analysis, and design. The problem formulation phase is carried out by identifying phenomena that appear in society as the basis for design needs. Furthermore, data collection was carried out through two sources, namely primary data in the form of observations, interviews, and questionnaires, as well as secondary data obtained from literature and journals.

The collected data was then analyzed using a qualitative descriptive method, which included several analysis techniques such as *consumer journey*, *consumer insight*, and TWOS matrix. These methods are used to map problems, audience needs, and visual opportunities that can be developed. As a support, the ATUMICS method is also used to help the character design development process.

Digital comic visuals are designed by blending semi-realistic styles and action and fantasy feels. This approach brings the story closer to the local culture while still appealing to teens aged 18–25. With relevant themes and fresh visual presentations, this work is expected to be able to convey the value of tradition in an interactive and interesting way to the target audience. The result of this design is in the form of a Webtoon digital comic that presents a reinterpretation of Rahwana as a complex character, so that it can be an alternative medium to increase adolescents' critical understanding of hoax issues.

Keywords: Digital comics, Rahwana, Ramayana, Hoaxes, Teenagers.

FOREWORD

Praise and gratitude are devoted to Allah SWT. for His blessings and mercy, which have enabled the author to complete this Final Project report entitled “*Designing a Digital Comic as an Alternative Reinterpretation of the Character Rahwana for Teenagers Aged 18–25 Years.*” This report was prepared as one of the requirements for completing undergraduate studies in the Visual Communication Design Program, Faculty of Architecture and Design, Universitas Pembangunan Nasional “Veteran” Jawa Timur.

This final project discusses the design of a digital comic in the form of a webtoon that presents an alternative reinterpretation of the character Rahwana through the cultural approach of Wayang Jekdong as both entertainment and educational media regarding the importance of critical thinking toward hoaxes and misinformation in the digital era.

During the preparation of this final project, the author received support and assistance from many parties. Therefore, the author would like to express sincere gratitude to:

1. Allah SWT. for His blessings and guidance throughout the completion of this final project.
2. The author’s beloved mother and father for their prayers, love, and endless support.
3. Alfian Candra Ayuswantana, S.T., M.Ds., as the first supervisor.
4. Widyasari, S.T., M.T., as the second supervisor.
5. Ki Surwedi, Ki Haris, Ki Bambang, and Ki Krisna as interview sources.
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The author realizes that this report is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for future improvement. Hopefully, this final project can provide benefits for the development of educational digital media and local cultural reinterpretation.

Surabaya, [May, 2026]



Deva Ramadhani

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