

FINAL PROJECT

DESIGN OF THE WEBTOON "JOKO SAMUDRO" AS A LEADERSHIP ROLE MODEL FOR MUSLIM YOUTH AGED 18-25

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



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FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

2026

APPROVAL PAGE

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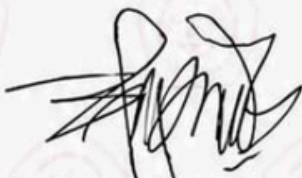
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I declare that in this scientific document of Final Project/Thesis/Dissertation* there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion 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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Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

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ABSTRACT

Contemporary young adults are facing a crisis of ethical leadership role models, which is exacerbated by the low representation of local historical figures in popular media. The figure of Joko Samudro (Sunan Giri), a historical and religious leader who integrated both spiritual and political authority, holds great potential to fill this void. However, the narrative of his exemplary conduct fails to be effectively conveyed to young adult audiences (18-25 years old) due to the lack of relevant and adaptive media. This design project aims to create a Webtoon titled 'Joko Samudro' as an effective medium for transmitting ethical leadership values to this target audience. The design method utilized is the adaptation of the historical narrative into a digital vertical-scroll comic format, using a modern visual approach and immersive storytelling to bridge historical relevance with digital audience preferences. The resulting outputs are a prototype of the initial Webtoon chapter, ready for publication, and a design guidebook detailing the visual concepts, narrative strategies, and audience analysis underpinning the entire project

Keywords: Webtoon, Joko Samudro, Sunan Giri, Leadership, Role Model, Character Education

FOREWORD

All praise be to Allah SWT, the Most Gracious and the Most Merciful, for His blessings, guidance, and love that have accompanied every step of my journey in completing this *Sang Cahaya dari Giri* webcomic project. Amidst the fatigue, doubt, and the lengthy process I had to endure, there was always a path opened, strength provided, and hope preserved that enabled me to finish this work. Prayers and peace be upon Prophet Muhammad SAW, the exemplary figure who serves as a light for all humanity.

The design of the *Sang Cahaya dari Giri* webcomic was born not merely as a visual work, but as a response to my concern regarding the growing distance between the younger generation and the history, culture, and spiritual values that once served as the light of the Nusantara civilization. Through the journey of Joko Samudro to become Sunan Giri, I aim to bring back a figure who is remembered not only as a historical icon, but also as a human being who grew through loss, searching, struggle, and faith. It is my hope that this work can serve as a bridge connecting the younger generation with their own cultural roots amidst the swift currents of modernization.

In the process of creating this work, I realize that many hands have helped, many prayers have been whispered, and many hearts have kept faith when I almost gave up. Therefore, with profound respect and sincerity, I would like to express my deepest gratitude to:

1. Allah SWT, who has always been my sanctuary when the world felt too noisy and exhausting. All praise is due to Allah SWT, for without the will and blessings of the Almighty, this work would never have reached its completion.
2. Prophet Muhammad SAW, whose life and teachings serve as the ultimate guidance and light for humanity, inspiring the pursuit of excellence in every endeavor.
3. My parents and family, who have been my greatest support system amidst all the pressures and fears throughout this final project. Thank you for your endless prayers, unwavering support, and the trust you placed in me to keep moving forward, even when I often felt I was not enough.
4. Mr. Alfian Candra Ayuswantana, S.T., M.Ds., my primary advisor, who guided me with great patience, provided valuable knowledge, constructive criticism, and meaningful direction throughout the design process and the writing of this report.

5. Ms. Sri Wulandari, S.Sn., M.A., my second advisor, for her valuable input, support, and time spent in refining this work.
6. Mr. Aditya Rahman Yani, S.T., M.Med.Kom., the first examiner, for his constructive criticism and valuable suggestions that helped improve the quality of this work.
7. Mr. Restu Ismoyo Aji, S.Sn., M.A., the second examiner, for his exceptional guidance, particularly in dissecting and directing the narrative flow of this Webtoon, making it much more profound.
8. All lecturers of the Visual Communication Design Program at UPN “Veteran” East Java, who have been an essential part of my journey throughout my education, providing knowledge, experience, and life lessons that have shaped not only my design skills but also my perspective as a designer.
9. My fellow peers, who have been present in many ways; as a place to share my burdens, a listener when I felt lost, and a constant reminder that this process was not faced alone.
10. And to all other parties who cannot be mentioned individually but have contributed and left traces of kindness during the long journey of creating *Sang Cahaya dari Giri*.

I recognize that this work is far from perfect. There are many shortcomings in the writing, visuals, and storytelling that may not meet everyone's expectations. However, I believe that every work carries the traces of its creator's journey. This work is a testament to all the processes, failures, fears, prayers, and hopes I have experienced. Therefore, constructive criticism and suggestions will be invaluable lessons for my future growth.

In conclusion, I hope that *Sang Cahaya dari Giri* does not just become a webcomic that is read and forgotten, but rather one that leaves something behind in the hearts of its readers whether it is a desire to learn more about history, a sense of love for one's own culture, or simply a reminder that even in the darkest of times, light will always find its way.

Surabaya, May 16, 2026



Elfira Dwi Purwati

TABLE OF CONTENTS

COVER

APPROVAL PAGE.....	i
AGREEMENT PAGE.....	ii
STATEMENT OF FREE PLAGIARISM.....	iii
ABSTRACT	iv
FOREWORD	v
TABLE OF CONTENTS	vii
LIST FIGURE	x
TABLE LIST	xiv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Identification	7
1.3 Problem Formulation.....	7
1.4 Problem Limitations	8
1.5 Purpose of Design.....	8
1.6 Benefits of Design	8
1.7 Design Framework	9
CHAPTER II LITERATURE RIVIEW AND EXISTING STUDY.....	11
2.1 Operational Definition of Title	11
2.1.1 Definition of <i>Webtoon</i> (Digital Comics).....	11
2.1.2 Definition of Joko Samudro (Sunan Giri)	11
2.1.3 Definition of Wali Songo	12
2.1.4 Definition of Leadership Role Model for Muslim Youth	12
2.1.5 Definition of Age 18-25 Years	13
2.2 Theoretical foundations	13

2.2.1	Comics and Digital Media.....	13
2.2.2	Biography and History of Joko Samudro (Sunan Giri).....	40
2.2.3	The Value of Islamic Leadership in the Story of Joko Samudro (Sunan Giri).....	41
2.2.4	Character Education and Moral Messages	42
2.2.5	Developmental Psychology of 18-25 Years	43
2.3.	Existing Studies	43
2.3.1	Existing Studies of Prior Design	43
2.4.2	Visual Journey Book Let's Get to Know, Wali Songo: Sunan Giri.....	45
2.3.3	<i>Webtoon</i> Canvas Wali Songo: Sunan Gunung Djati	48
2.4	Comparative Studies.....	51
CHAPTER III DESIGN METHODOLOGY		57
3.1	Design Methods.....	57
3.2	Design Objects.....	58
3.3	Data Collection Techniques.....	58
3.3.1	Data Primer.....	59
3.3.2	Data Seconds	61
3.4	Data Analysis.....	66
3.4.1	Analysis of Interview Data	66
3.4.2	Questionnaire Data Analysis	70
3.4.3	Observational Data Analysis	72
3.4.4	<i>Consumer Journey Analysis</i>	75
3.4.5	<i>Consumer Insight Analysis</i>	77
3.4.6	<i>TOWS Matrix Analysis</i>	79
3.4.6	<i>5W+1H Analysis</i>	80
3.4.7	Synthesis Data Analysis	81
3.4.8	Unique Selling Proposition (USP).....	82
CHAPTER IV DESIGN CONCEPT AND IMPLEMENTATION		85

4.1	Concept formulation	85
4.1.1	Keyword Formulation	85
4.1.4	Media Concepts	88
4.2	Design Design Process	89
4.2.1	Rough Sketch.....	89
4.2.2	Comprehensive Design.....	94
4.2.3	Design Validation	99
4.2.4	Final Design.....	99
4.3	Design Implementation	108
4.4	Draft Project Budget.....	114
CHAPTER V CONCLUSION.....		116
5.1	Conclusion	116
5.2	Suggestions.....	116
BIBLIOGRAPHY.....		
APPENDIX		
A.	Webtoon Link Attachment <i>Sang Cahaya dari Giri</i>	
B.	Instagram Account Link Attachment	
C.	Whatsapp Sticker Link Attachment.....	
D.	Appendix of Preliminary Questionnaire Results	
E.	Interview Transcript Attachment.....	
F.	Customer Journey Analysis Attachment	
G.	Interview Permit Attachment.....	
I.	Assistance Attachment	
J.	Attachment of Character Design and Webcomic Title Validation Quiz Results	
K.	Comic Script Attachment	
L.	Final Project Exhibition Documentation Attachment	

LIST FIGURE

Figure 1. 1 Four Mediation Processes in Bandura Observational Learning.....	1
Figure 1. 2 Triadic Reciprocal Determinism in Bandura's Theory	2
Figure 1. 3 Anti-Corruption Behavior Index (IPAK)	3
Figure 1. 4 The most popular comic apps on Google <i>Playstore</i> and ratings.....	6
Figure 1. 5 Design framework (Source: Personal documentation)	9
Figure 2. 1 Format and Technical Limitations of <i>Webtoon</i> Canvas Publishing.....	15
Figure 2. 2 Illustrations of the Stages of Visual Production (Sketches, <i>Line Art</i> , <i>Coloring</i>)...	17
Figure 2. 3 Basic Elements of Comics	17
Figure 2. 4 Dio Brando Character Profile Sheet.....	19
Figure 2. 5 Yuji Concept Sheet	19
Figure 2. 6 sheets 360 view.	19
Figure 2. 7 Action Sheet	20
Figure 2. 8 Expression Sheets.....	20
Figure 2. 9 Character Color Palette Itadori Yuji	20
Figure 2. 10 Effective storytelling flow.....	21
Figure 2. 11 Araki's storyline	21
Figure 2. 12 Examples of Background Complexity (Complex and Plain).....	23
Figure 2. 13 Examples of Regular Panels	24
Figure 2. 14 Examples of Irregular Panels	24
Figure 2. 15 Examples of Overlapping Panels	25
Figure 2. 16 Example of Insert Panels.....	25
Figure 2. 17 Examples of <i>Broken Panels</i>	26
Figure 2. 18 Paneling for Print Comics	26
Figure 2. 19 Pacing.....	27
Figure 2. 20 Paneling for <i>Webtoon</i> (Long Strip Format)	27
Figure 2. 21 <i>Canted angle</i>	28
Figure 2. 22 <i>Shallow focus</i>	29
Figure 2. 23 <i>Split Screen</i>	29
Figure 2. 24 <i>Bird Eye View</i>	30
Figure 2. 25 The Gospel of Jesus Christ <i>High Angle</i>	30

Figure 2. 26 <i>Low Angle</i>	30
Figure 2. 27 <i>Eye Level</i>	31
Figure 2. 28 <i>Frog Eye View</i>	31
Figure 2. 29 <i>Estabilishing shot</i>	32
Figure 2. 30 <i>Close up</i>	32
Figure 2. 31 <i>Extreme Close Up</i>	32
Figure 2. 32 <i>Medium Shot</i>	33
Figure 2. 33 <i>Long Shot</i>	33
Figure 2. 34 <i>Extreme Long Shot</i>	33
Figure 2. 35 <i>Over the Shoulders</i>	34
Figure 2. 36 <i>Point of View (POV) Shot</i>	34
Figure 2. 37 <i>Tail Direction (The Mouth)</i>	35
Figure 2. 38 <i>Placement</i>	35
Figure 2. 39 <i>Consistency</i>	35
Figure 2. 40 <i>Onomatopoeia</i>	36
Figure 2. 41. <i>Tampilan penggunaan warna Merah</i>	37
Figure 2. 42 <i>Yellow color usage display</i>	37
Figure 2. 43 <i>Display of Blue color usage</i>	38
Figure 2. 44 <i>Display of Green color usage</i>	38
Figure 2. 45 <i>Purple color usage display</i>	38
Figure 2. 46 <i>Display of Black color usage</i>	39
Figure 2. 47 <i>Display of White color usage</i>	39
Figure 2. 48 <i>Cover of Wali Songo's Storybook: Sunan Giri</i>	45
Figure 2. 49 <i>Illustration style of Rifki Alauddin</i>	46
Figure 2. 50 <i>Typography Used</i>	47
Figure 2. 51 <i>Layout</i>	47
Figure 2. 52 <i>Wali Songo Webtoon Cover: Sunan Gunung Djati</i>	49
Figure 2. 53 <i>Wali Songo Webtoon Illustration Style: Sunan Gunung Djati</i>	49
Figure 2. 54 <i>Typography Used</i>	50
Figure 2. 55 <i>Wali Songo Webtoon Layout: Sunan Gunung Djati</i>	50
Figure 2. 56 <i>Webtoon Front View</i>	51
Figure 2. 57 <i>Storytelling Distance</i>	52
Figure 2. 58 <i>Visual Webtoon Majapahit</i>	52

Figure 3. 1 Comic Design Method	57
Figure 3. 2 Interviews with the Resource Person in Charge of the Secretariat of the Ainul Yakin Mosque	66
Figure 3. 3 Interviews with Giri Kedaton Site Management Resource Persons	67
Figure 3. 4 Interview Via WhatsApp with the Resource Person of the Tomb Locksmith of Sunan Giri.....	68
Figure 3. 5 Interviews Via Instagram DM with Comic Artists/ <i>Webtoon Creators</i>	69
Figure 3. 6 Questionnaire result diagram 1	71
Figure 3. 7 Questionnaire result diagram 2	71
Figure 3. 8 Questionnaire result diagram 3	72
Figure 3. 9 Questionnaire result diagram 4	72
Figure 3. 10 Visits to the Great Mosque of Ainul Yaqin Sunan Giri (Yamaysuri).....	73
Figure 3. 11 Visit to Sunan Giri's Tomb.....	73
Figure 3. 12 Visit to Historical Site/Giri Kedaton.....	74
Figure 3. 13 Portrait of Vivi Eka Juliatus S.....	75
Figure 3. 14 Portrait of I'm Wildan	76
Figure 4. 1 Groove Keyword	85
Figure 4. 17 Font Action Man	87
Figure 4. 18 Alternative sketches of Joko Samudro Muda.....	90
Figure 4. 19 Alternative sketches of Joko Samudro Adult.....	91
Figure 4. 20 Alternative Sketches of Nyai Ageng Pinatih	91
Figure 4. 21 Alternative sketches of Sunan Ampel	92
Figure 4. 22 Alternative sketches of Dewi Sekardadu	92
Figure 4. 23 Alternative sketches of Maulana Ishaq	93
Figure 4. 24 Taxa sketch alternatives	93
Figure 4. 25 Comprehensive alternatives to Joko Samudro Muda's design	94
Figure 4. 26 Comprehensive alternatives to Joko Samudro Adult design.....	95
Figure 4. 27 Comprehensive Alternatives to Nyai Ageng Pinatih Design.....	95
Figure 4. 28 Comprehensive alternatives to Sunan Ampel design.....	96
Figure 4. 29 Comprehensive alternatives to Dewi Sekardadu design	96
Figure 4. 30 Comprehensive alternatives to Maulana Ishaq design	97
Figure 4. 31 Comprehensive alternatives to Taxa design.....	97

Figure 4. 32 Comprehensive Alternatives to Title Design	98
Figure 4. 33 Comprehensive alternatives to webtoon cover thumbnail design.....	98
Figure 4. 34 Character designs selected by the target audience	99
Figure 4. 35 360-degree view sheets, expression sheets, and action sheets of Joko Remaja	100
Figure 4. 36 360-degree view sheets, expression sheets, and action sheets of Joko Adult	100
Figure 4. 37 360-degree view sheets, expression sheets, and Dewi Sekardadu action sheets	101
Figure 4. 38 360-degree view, expression sheets, and action sheets of Nyai Ageng Pinatih	101
Figure 4. 39 360-degree view sheets and Sunan Ampel expression sheets.....	102
Figure 4. 40 360-degree view sheets and Maulana Ishaq expression sheets.....	102
Figure 4. 41 360-degree view sheets and Taxa sketch alternate sheets.....	103
Figure 4. 42 Final Design of Webtoon Titles	103
Figure 4. 43 Final Design of Webtoon Thumbnails	104
Figure 4. 44 Final Design of the Vertical Webtoon Thumbnail.....	104
Figure 4. 45 Final design drawings of the Purwo Forest.....	105
Figure 4. 46 Design of the Open Ocean Background.....	105
Figure 4. 47 Final Design of the Background of the Gresik Port Area	106
Figure 4. 48 Final Design of the Background of Nyai Gede Pinatih's House.....	106
Figure 4. 49 Final Design of the Ampel Denta Islamic Boarding School Setting	107
Figure 4. 50 Final Design of Samudra Pasai Background.....	107
Figure 4. 51 Views of Giri's Webtoon Webtoon Dashboard.....	108
Figure 4. 52 Main Page Views of Giri's Sang Cahaya Webtoon.....	108
Figure 4. 53 QR Code Webtoon Sang Cahaya dari Giri	109
Figure 4. 54 Highlights of the Sang Cahaya Webtoon from Giri.....	109
Figure 4. 55 Instagram Account Promotion Media	110
Figure 4. 56 Supporting Media for WhatsApp Stickers	111
Figure 4. 57 Print Sticker Supporting Media.....	111
Figure 4. 58 Keychain Supporting Media	112
Figure 4. 59 Pin Button Supporting Media.....	112
Figure 4. 60 Standee Promotional Media	113
Figure 4. 61 T-Shirt Supporting Media	113
Figure 4. 62 Totebag Supporting Media.....	114

TABLE LIST

Table 2. 1 Lembar Model Karakter	19
Table 2. 2 Psychological Meaning of Basic Colors	37
Table 2. 3 Existing Studies	44
Table 3. 1 Product Technical Specifications	58
Table 3. 2 Book Literature Studies	62
Table 3. 3 Literature Study of Journal Articles, Proceedings, and Digital Sources	64
Table 3. 4 Kegiatan Hari Sabtu Vivi	75
Table 3. 5 Wildan Saturday Activities.....	77
Table 3. 6 Analisis TOWS <i>Matriks</i>	79
Table 3. 7 Final Design Results Formulation.....	82
Table 4. 1 Keyword Denotative Meaning.....	86
Table 4. 2 Connotative Meaning of Keywords	87
Table 4. 3 Project Budget Draft.....	114