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**KOMIK DIGITAL BERGENRE HORROR DENGAN JUDUL
'*THE STARE*' SEBAGAI MEDIA EDUKASI KESEHATAN MATA**

SKRIPSI

Diajukan Sebagai Syarat untuk Memperoleh Gelar Sarjana Pendidikan
Pada Program Studi Pendidikan Multimedia



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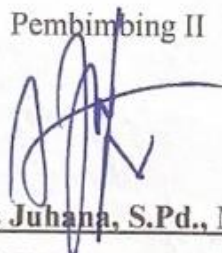
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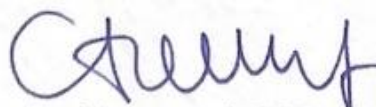
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ABSTRAK

Promosi kesehatan mata terus dilakukan seiring dengan meningkatnya jumlah remaja penderita miopia. Salah satu cara dalam mendukung kesehatan mata pada remaja dapat dilakukan dengan menggunakan media komik digital. Komik sebagai media edukasi dapat digunakan sebab komik memiliki unsur-unsur yang dapat menjadi daya tarik tersendiri bagi para pembaca dan saat ini pembaca komik datang dari berbagai kalangan salah satunya remaja. Genre yang digunakan pada komik digital ini menggunakan salah satu genre yang populer dikalangan remaja yaitu genre *horror*. Penelitian ini bertujuan untuk mengetahui bagaimana perancangan komik digital bergenre *horror* untuk menyampaikan pesan kesehatan mata serta bagaimana visualisasi pesan kesehatan mata pada komik digital. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan melakukan wawancara bersama narasumber refraksi optisi, observasi dan mengajukan kuesioner kepada remaja. Berbekal data lapangan tersebut, edukasi mengenai kesehatan mata dimulai dengan perancangan komik digital bergenre *horror* dengan judul '*The Stare*' menggunakan Clip Studio Paint dengan memakai beberapa *tools*. Menggunakan elemen-elemen yang terdapat dalam komik, penggunaan efek pada komik serta teknik *visual storytelling*, '*The Stare*' bercerita mengenai sebuah permasalahan dan bagaimana solusinya yang berkaitan dengan kesehatan mata. Komik digital ini diunggah pada laman TAPAS *Comic* dengan dua *chapter* cerita yang dapat dinikmati secara *online* melalui ponsel maupun perangkat digital lainnya.

Kata kunci: Komik digital, Pesan kesehatan mata, Miopia, Genre *Horror*

***HORROR DIGITAL COMIC WITH THE TITLE 'THE STARE' AS A
MEDIUM FOR EYE HEALTH EDUCATION***

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ABSTRACT

Eye health promotion continues to be carried out along with the increasing number of adolescents with myopia. One way to educate eye health in adolescents can be done using digital comic media. Comics as an educational medium can be used because comics have elements that can be a special attraction for readers and currently, comic readers come from various circles, one of which is teenagers. The genre used in this digital comic uses one of the genres that are popular among teenagers, horror genre. This study aims to find out how to design horror genre digital comics to convey eye health messages and how to visualize eye health messages in digital comics. The research method used was qualitative descriptive by conducting interviews with optical refraction resource persons, observations and submitting questionnaires to adolescents. Armed with this field data, education about eye health began with the design of a horror genre digital comic entitled 'The Stare' using Clip Studio Paint using several tools. Using elements found in comics, the use of effects in comics and visual storytelling techniques, 'The Stare' tells the story of a problem and how it is solved related to eye health. This digital comic is uploaded on the TAPAS Comic page with two story chapters that can be enjoyed online via mobile phones and other digital devices.

Keywords: Digital comics, Eye health education, Myopia, Horror genre

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