

ABSTRACT

Designing the “#MinumAjaDulu” Campaign as an Awareness Media about the Importance of Water for the Body with Comic Strip Media

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One of the problems among Indonesian teenagers today is the lack of awareness about the importance of drinking enough water every day. The lack of education about the benefits of drinking water and the high consumption of sugary drinks are the main causes of low water intake. This can lead to dehydration symptoms such as fatigue, lack of focus, and other health issues. Based on these findings, the writer designed a visual campaign through digital comic strips using a light and engaging educational approach. This research uses a descriptive qualitative method with data collected through observation, interviews, and literature studies. The goal of this project is to raise awareness among teenagers aged 12–18 about the importance of drinking enough water daily using fun and informative visual media. This research focuses on analyzing teenagers' water-drinking habits and using visual and language approaches that match their characteristics on social media. The data is used to design a campaign in the form of comic strips published on Instagram.

Key Words : Campaign Design, Comic Strips, Social Campaign, Drinking Water

References :
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