WEBTOON DESIGNING "MAIN YUK!" TO INTRODUCE TRADITIONAL GAMES IN INDONESIA FOR AGES 18-24 YEARS

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Abstract

Technological sophistication in the digital era has resulted in significant changes to the way a person lives and interacts. This can be seen from the existence of smartphones that are used to get entertainment, such as through digital games. Small children who get this convenience, of course, often experience addiction and abandon traditional games that have important values. To overcome this problem, with the active role of adults or parents, the writer wants to reintroduce traditional games so that their existence does not disappear through Webtoon digital comics. Webtoon Design's "Main Yuk!" utilizes digital comic media to introduce traditional games that can be easily accessed by many people via smartphones. Webtoon "Main Yuk!" also uses a genre in the form of a slice of life that is closely related to one's experiences in everyday life, such as when playing with friends.

The research method used by the author in this design is qualitative research method by collecting observational data and studying literature from several reference books, previous research journals, and scientific articles. Then, the design method used includes the application of the 6 steps of making comics by Scott Mccloud.

The results of designing the Webtoon "Main Yuk!" include digital comics in JPEG format and measuring 800x10,000 pixels which are uploaded on LINE Webtoon. The number of episodes on this Webtoon is 7 episodes with a minimum total panel of 210. Then, in this design there are supporting media produced in the form of posters, Whatsapp stickers, tote bags, t-shirts, enamel mugs, keychains, acrylic stand figures, and pins.

Keywords: digital era, traditional games, Webtoon