

ABSTRACT

The sun has UV rays that are beneficial for the body, However, UV rays in the sun also have a negative impact, especially on thin health. These negative impacts can be prevented and overcome by using sunscreen products. Sunscreen is needed to protect the skin, especially for teenagers who often spend time outdoors and are exposed to direct sunlight. To increase awareness about the use of sunscreen, it is necessary to have media information about the importance of using sunscreen, how sunscreen works, and the benefits of sunscreen, so that teenagers are interested in using it. Motion comics as digital comics can be an alternative medium of information for teenagers about the importance of using sunscreen to protect the skin by showing how sunscreen works on the skin. The research method used is a mixing method, by collecting data through observation, interviews, questionnaires, and literature studies. The data that has been collected and analyzed is used as the basis for character design in the motion comic “Lala’s Skin Protector” which provides a visualization of the workings, benefits, and use of sunscreen products in protecting the skin from the dangers of ultraviolet rays. This motion comic introduces sunscreen as an important product use to prevent the impact of ultraviolet rays on the skin by creating sunscree, ultraviolet rays, and other characters based on their characteristics.

Keyword: Character Design, Comic, Teenagers, Motion Comic, Sunscreen, UV Rays.