

ABSTRACT

Alongside technological advancements, introducing culture to adolescents can be done both online and offline. One of the new media as well as a form of popular culture widely consumed by society nowadays is web comics. The purpose of this research is to describe the design of web comics as a medium for introducing culture to the community, especially teenagers. This study employs a qualitative descriptive approach. Data is collected through observation, interview sessions, questionnaire distribution, and analysis of literary sources. Once the data is gathered, the next step involves a comparative matrix analysis, referring to three main focuses: storytelling, comics, and visual communication design. Exploring these three topics holds significant value in comprehending how to plan comics appropriately to achieve predetermined objectives. It is hoped that this research can yield effective solutions for addressing prevailing issues.

Keywords: *Storytelling, Comic, Visual Communication Design*