

## ABSTRACT

*The increasing popularity of various sweet foods and drinks in recent years has led to an increase in the amount of sugar consumption in society. In addition, with advances in technology and changes in lifestyle, sugary foods and drinks are becoming more accessible and produced in large quantities at affordable prices. Unfortunately, people's knowledge of the dangers of excess sugar consumption is still low, so they often do not pay attention to their daily sugar consumption. Excessive sugar consumption can have a negative impact on body health and increase the risk of premature death from non-communicable diseases. Therefore, this study aims to design an information media about the dangers of excess sugar consumption so that it can increase public awareness to pay attention to their daily amount of sugar consumption. In this study, a qualitative approach was adopted as a research method, in which data were obtained through literature studies, interviews and questionnaires. The collected data were then analyzed using a comparison matrix approach. The findings from this study indicate that the development of comic strips as a medium for conveying information about the adverse effects of excess sugar consumption on health can increase public awareness in regulating their sugar intake. Thus, it is hoped that the public can avoid the risks posed by excessive sugar consumption.*

*Keywords: Information media, the dangers of excess sugar consumption, comic strips.*