

Comics Digital Episode Di Balik Topeng: Information Media for Unsafe and Illegal Drug Awareness

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ABSTRACT

Health issues are a growing concern for the public, affecting both personal and loved ones' health, prompting significant changes in the healthcare sector. However, some exploit this situation by distributing unsafe and illegal health products for personal gain, disregarding consumer safety. Weak BPOM oversight and a lack of information contribute to the circulation of illegal drugs. Therefore, efforts are needed to raise public awareness about the dangers of unsafe and illegal drugs and the use of drugs that have not been tested for safety.

In designing the digital comic episode "Di Balik Topeng," qualitative research, including literature and case studies, was conducted to address the raised issues. The data were analyzed through reduction, presentation, and verification methods to clarify the needs in solving the problem.

This research shows the need for media to raise awareness among drug users when purchasing and consuming substances. Digital comics were chosen as a medium for delivering this information due to their effective combination of storytelling and illustration, making the message easier to understand and share. This approach is expected to encourage shoppers to be more cautious when buying and using drugs, helping to reduce the circulation and risk of unsafe and illegal drug use.

Keywords: *Unsafe Drugs, Illegal Drugs, Health, Alert, Careful, Information Media, Storytelling, Comics*