EDUCATIONAL DIGITAL COMIC ABOUT BODY POSITIVITY FOR TEENAGERS 15 TO 18 YEARS OLD

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Abstrak : Masa remaja adalah fase perkembangan yang ditandai dengan perubahan biologis, psikologis, kognitif, dan sosial yang signifikan, yang sering kali disertai dengan menurunnya rasa percaya diri dan meningkatnya kerentanan terhadap masalah citra tubuh. Citra tubuh yang negatif umum terjadi di kalangan remaja, dengan anak perempuan sering berjuang melawan tekanan masyarakat untuk menyesuaikan diri dengan idealitas tubuh langsing, dan anak laki-laki menghadapi tekanan untuk mencapai bentuk tubuh berotot. Meskipun kesadaran akan body positivity semakin meningkat, banyak remaja masih salah memahaminya, melihatnya hanya sebagai penerimaan diri sendiri daripada gerakan yang lebih luas untuk inklusivitas dan rasa hormat t erhadap semua tipe tubuh. Penelitian ini berfokus pada pembuatan media komik digital untuk mendidik remaja, berusia 15-18 tahun, tentang arti sebenarnya dari body positivity melalui Instagram. Tujuannya adalah untuk meningkatkan pemahaman dan penerimaan mereka terhadap beragam tipe tubuh, mengatasi kesalahpahaman, dan mempromosikan persepsi diri yang lebih sehat. Untuk mengurangi risiko kurangnya pengetahuan tentang arti body positivity, penting untuk menyediakan sumber daya dan materi pendidikan tentang cara mempraktikkan body positivity secara efektif. Komik Digital yang diusulkan bertujuan untuk memberdayakan individu muda agar mampu menerima diri sendiri dan percaya diri tanpa terjerumus pada hal positif yang merugikan.

Kata kunci: positivitas tubuh, penerimaan diri, komik digital

Abstract : Adolescence is a developmental phase characterized by significant biological, psychological, cognitive, and social changes, often accompanied by decreased selfconfidence and increased vulnerability to body image issues. Negative body image is common among teenagers, with girls often struggling with societal pressures to conform to thin ideals, and boys facing pressures to achieve muscular physiques. Despite the growing awareness of body positivity, many teens still misunderstand it, seeing it only as self-acceptance rather than a broader movement for inclusivity and respect for all body types. This research focuses on creating digital comic media to educate teenagers, aged 15-18, about the true meaning of body positivity through Instagram. The aim is to improve their understanding and acceptance of diverse body types, addressing misconceptions and promoting healthier self-perceptions. To mitigate the risks the lack of not knowing the meaning of body positivity, it is essential to provide resources and educational

materials on how to practice body positivity effectively. The proposed Digital Comic aims to empower young individuals to embrace self-acceptance and confidence without succumbing to harmful positivity.

INTRODUCTION

Adolescent development involves both positive and negative behaviors because adolescents experience a significant phase of change from childhood to adulthood. According to Umami (2019), adolescence is a transitional period that is often accompanied by psychological changes. Santrock (2012) defines adolescence as a stage of life that lies between childhood and adulthood, while Sarwono (2018) sees it as a phase of shift from childhood to adulthood, which is marked by biological changes, psychological growth, cognitive development, and social adjustment. Hall (in Santrock, 2007) describes adolescence as a period of turmoil and stress due to the major changes that occur during this time. Guindon (2010) adds that external influences, especially from peers and role models, become more significant during this phase. Major changes that occur during adolescence include emotional, social, physical, and cognitive development.

According to Hurlock (cited in Denich, Ifdil, & Ilyas, 2017), one of the consequences of this transition is decreased self-confidence. A child's previously high self-esteem can decline due to decreased physical stamina and consistent criticism from peers and parents, which can lead to fear of failure. This decline in self-esteem is often accompanied by body image issues, which are particularly pronounced among adolescents. Stice and Shaw (2002) noted that negative body image is common in adolescents, especially among girls who experience higher levels of body dissatisfaction due to societal pressure to meet slim beauty standards. This dissatisfaction can lead to low self-esteem, eating disorders, and unhealthy behaviors. For boys, the pressure is often focused on achieving a muscular body, which can lead to body dysmorphia and the use of harmful

methods to increase muscle mass, such as steroid use (Ricciardelli & McCabe, 2004).

In her book "Health at Every Size," Dr. Linda Bacon (2010) emphasizes the importance of body positivity, which emphasizes self-acceptance over meeting strict beauty standards. Bacon states that body positivity helps people achieve better physical and mental health and reduces the negative impact of weight discrimination. The concept of body positivity, which is currently gaining popularity, focuses on equality and respect for various body types, not just as a personal practice. Although body positivity is gaining popularity, many teenagers still only understand the concept superficially, often only as far as feeling good about their bodies or looking according to certain standards.

According to Dr. Jennifer Harvey (2018), one of the causes of this misunderstanding is media and social media promotions that often spread limited understandings of beauty. In addition, research by Dr. Jennifer Neff (2011) shows that teenagers may not fully understand the purpose of the body positivity movement, which aims to promote authentic self-love and acceptance for various body types. As a result, they may continue to feel dissatisfied with their bodies and make detrimental comparisons.

Based on this background, this study aims to design a digital comic media about body positivity aimed at teenagers aged 15-18 years and will be published through the Instagram platform. It is hoped that this digital comic can provide deeper education about body positivity to teenagers, so that they can understand its true meaning without any misunderstandings that can make the term toxic. This digital comic is also designed to attract the attention of the target audience, namely teenagers, taking into account their tendency to prefer visuals over long texts.

RESEARCH METHODS

The study employs a qualitative research method. According to Hennink (2020) in his book "Qualitative Research Methodology," this approach is used to explore and understand the core issues within a problem. Researchers use techniques such as interviews, observations, and questionnaires to gather detailed insights from participants. The collected data, which is primarily in the form of text or verbal responses, is analyzed to provide a more detailed description or representation of the studied phenomenon. Additionally, researchers compare the findings with existing literature and previous studies to offer a more informed interpretation. The findings are then documented in a thorough written report.

Data Analysis

The study utilized SWOT analysis as its method for data analysis. SWOT analysis is a strategic planning tool aimed at identifying and leveraging strengths and opportunities while addressing and mitigating weaknesses and threats. According to Ahmad (2020), this technique involves evaluating strengths and opportunities to enhance positive outcomes and reduce potential risks. By systematically examining these elements, SWOT analysis helps in creating strategies that capitalize on favorable conditions and counteract adverse factors, thereby guiding decision-making processes and strategic planning effectively.

Collected Data

In this writing, the data used for research comes from various aspects and methods, namely:

Interview

According to Sugiyono (2018), interviews are an effective data collection method when researchers seek detailed information, particularly when responses are limited or absent. Interviews can also serve as a preliminary step to identify

issues for further investigation. In this study, interviews were conducted with two informants: Beby Nur Rahmadani, a high school student representing the target audience of teenagers, and Sarah Fitaloka, a psychologist and hypnotherapist, to enhance the theoretical framework and data collection.

Observation

Sugiyono (2018:229) notes that observation is a distinct data collection method with unique attributes compared to other approaches. In this study, observations were conducted by examining one comic and one infographic related to body positivity to inform the design of the final media project.

Questioner

According to Sugiyono (2016:142), a questionnaire is a method for collecting data by providing respondents with a set of written questions or statements, often facilitated by data collection software. In this study, an online questionnaire was distributed to 161 teenagers aged 15-18, accessible via the link https://forms.gle/9qMksZe7Z8inde5h9. The questionnaire, consisting of 7 optional questions, was distributed on June 6, 2024, targeting high school students to align with the research focus.

Literature Study

According to Zedd (2003:3), a library or literature study involves gathering and analyzing information from books, magazines, and other sources for research purposes. Researchers collect, read, and process these materials to brainstorm and develop hypotheses. In this study, library research was used to compile and examine data from various books, journals, and articles to support the research objectives.

RESULT AND DISCUSSION

Based on the data collection methods utilized in this study, including qualitative interviews, SWOT analysis, observations, and a structured questionnaire, the research aims to address a critical issue in understanding body positivity among teenagers. The findings underscore a prevalent misunderstanding of body positivity among adolescents, primarily due to limited and superficial interpretations influenced by media portrayals. To address this gap, the study has developed a digital comic and infographic about body positivity, tailored specifically for teenagers aged 15-18. This approach seeks to provide a more comprehensive understanding of body positivity, moving beyond simplistic notions to promote genuine self-acceptance and inclusivity. The digital media project will leverage engaging visuals to effectively communicate these concepts, aiming to educate teenagers and foster a healthier, more accepting perspective on body image.

Concept Message

Based on the background, theories, and data analysis presented earlier, the study aims to promote self-love and body positivity among teenagers aged 15-18 by addressing their insecurities and negative feedback about their bodies. The digital comic titled "We're Enough" is designed to resonate with this age group by reflecting their real-life experiences and challenges. This comic conveys the message that individuals should value themselves regardless of external opinions and societal expectations.

Through the stories of two main characters, Tian and Lily, who face similar struggles but find different paths to self-acceptance, the comic illustrates the importance of embracing and loving one's body. It emphasizes that all body types are equally valuable, encouraging teens to reject negative comments and focus on their own self-worth.

Media Concept

To effectively promote the KuyAh Resik campaign, a comprehensive media strategy will be employed. Key components include billboards, social media, and an online marketplace. Billboards will be strategically placed in high-traffic areas in Bandung to raise awareness about the negative impacts of single-use plastics. Social media, particularly Instagram, will be utilized to share information and alternatives through engaging posts and videos. The campaign's products will also be available on Shopee, allowing for convenient online purchases.

The primary media for this project is a digital comic series that will be shared on Instagram. Data from the questionnaire indicates that Instagram is an effective platform for this type of educational content, as it allows for easy uploading and has a broad reach to the target audience. The platform's accessibility and extensive user base make it an ideal choice for disseminating the comic and engaging with viewers.

To support the main media, several supplementary items will be used to guide the audience towards the digital comic. These include merchandise such as stickers featuring character designs and hobbies, acrylic key rings with character visuals and comic quotes, T-shirts emblazoned with character icons, and tote bags displaying the comic's logo. These items are designed to enhance engagement and promote the comic series beyond the digital space.

Visual Concept

Font

The design employs Milk Mustache (BOLD) typography, which is easy to read and aligns well with typical comic art styles. This choice ensures the text remains approachable and not overly formal or rigid.

Image 4.1 Font Milk Mustache

Colors

The design of the digital comics features basic and predominantly nude colors, creating a soft and pleasant color palette that is easy on the eyes for readers.
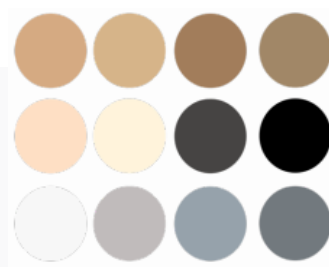

Image 4.2 Color Pallete

Design Result

Character Design

First Main Character

Lily, a 16-year-old high school senior, is passionate about acting and joined the theater club to pursue her dream of becoming an actress. Despite her enthusiasm, Lily struggles with self-confidence due to negative comments about her darker skin tone compared to her peers. These criticisms have diminished her self-esteem and created a growing sense of negativity about her body, further exacerbated by the pressures of the theater club environment.

Picture 4.1 Design 1st Main Character (Lily)

Second Main Character

Tian, a 16-year-old high school student, is passionate about basketball and has always aspired to become a great player. However, despite his initial confidence, he has begun to doubt himself due to comments about his height, which differs significantly from his teammates. These remarks have led him to question his body and worry that it might hinder his dreams, causing him to lose confidence in his abilities.

Picture 4.2 Design 2nd Main Character (Tian)

Logo

Picture 4.3 The Full Logo We're Enough Comic

Design Cover

Picture 4.4 Design Cover

Story Design

The story begins with Lily, a 16-year-old high school student with a slightly curvy body, who loves acting and is involved in the theater club. Despite her enthusiasm, Lily faces criticism about her darker skin tone and body shape, which causes her to doubt herself. Initially, she tries to ignore the negative comments, but her confidence wanes further when she volunteers for a lead role in a school play and is ridiculed by her peers. Feeling disheartened by the constant negativity and rejection, Lily starts questioning her worth and ultimately runs away from the theater room, overwhelmed by self-doubt.

The narrative then shifts to Tian, a 16-year-old aspiring basketball player who, despite his passion and skill, struggles with insecurities due to his shorter height compared to his teammates. Although Tian is dedicated and often volunteers to play, he is frequently sidelined in favor of taller players. He endures taunts and discouragement from his peers, leading him to doubt his abilities and feel that his height is a barrier to his dreams. Frustrated and disheartened, Tian leaves the practice session in distress, questioning his self-worth and the feasibility of his aspirations.

In the subsequent chapter, both Lily and Tian converge at a school fair where they encounter a body positivity booth. The booth features encouraging messages and a signboard with student-written affirmations about body acceptance. Among these messages, one paper stands out with the phrase, "Don't change yourself, but change your surroundings," which resonates deeply with both characters. This moment of realization helps Lily and Tian understand that their issues stem not from their own inadequacies but from the toxic environments that have influenced their self-perception.

Empowered by this new perspective, Lily and Tian regain their confidence and resolve. Lily decides to audition for the lead role in her class drama, demonstrating that anyone can embody the role without conforming to narrow beauty standards. Similarly, Tian joins an external basketball club, where he becomes a main player, proving his skills and challenging the prejudice related to his height. Their actions inspire their peers to reflect on their behavior, leading to apologies and a commitment to avoid making negative comments about others' bodies. Both Lily and Tian come to embrace and celebrate their individuality, understanding that acceptance and self-love are not dictated by external opinions.

Final Comic

Episode 1

The synopsis of episode one introduces the main character, Lily, detailing the beginning of her story. This episode serves as Lily's prologue, presenting her background and setting up her character, while also featuring Tian as her friend.

Picture 4.5 Panel Comic

The episode opens with a school setting in the first panel to establish the high school theme of the story for the readers.

Picture 4.6 Panel Comic

In the second panel, Lily, the main character, makes her debut in a partially obscured manner, maintaining an element of mystery for the readers as her full face is not yet revealed.

Picture 4.7 Panel Comic

The third panel continues with the school theme, similar to the first panel, and shows the school bell ringing to indicate that class has ended.

Picture 4.8 Panel Comic

In the fourth panel, Lily is depicted jumping in surprise due to Tian banging on the door and shouting her name as the bell rings. The authors designed Lily's shocked expression to reflect her reaction to the noise and Tian's call.

Picture 4.9 Panel Comic

In the fifth panel, Tian appears apologetic and amused, while Lily wonders why he is so enthusiastic about her. Despite her confusion, Tian remains cheerful and excited. This panel also presents Lily's perspective, introducing Tian as her friend.

Picture 4.10 Panel Comic

In the sixth panel, Lily recalls the upcoming new show for her club this week, while Tian looks intrigued by her reaction to the announcement.

Picture 4.11 Panel Comic

In the seventh panel, the authors use a cute chibi style for both characters to emphasize Tian's curiosity about Lily's upcoming club event. This panel illustrates Tian's eagerness to learn more about what Lily anticipates for her club's activities this week.

Picture 4.12 Panel Comic

The final panels of the episode reveal Lily's belief that she will be cast as the lead role in the upcoming show.

Episode 2

The episode synopsis begins with a flashback from Lily's perspective, recounting her lifelong love for acting and movies from childhood. It then transitions back to her present viewpoint, where she introduces the club she is currently involved in.

Picture 4.13 Panel Comic

The first panel depicts a flashback showing Lily's childhood passion for watching movies.

Picture 4.14 Panel Comic

The second panel shows young Lily enjoying imitating her favorite cartoon characters and pretending to be them as a child.

Picture 4.15 Panel Comic

The third panel emphasizes Lily's deep passion for acting by showcasing her enthusiastic engagement in performing as different characters. The author uses this panel to highlight Lily's genuine love for acting.

Picture 4.16 Panel Comic

The fourth panel illustrates Lily's dream of receiving an award for her acting skills, aspiring to achieve the recognition she admires in professional actors and actresses.

Picture 4.17 Panel Comic

The fifth panel shows the door to the club Lily has joined, which she refers to as her safe place.

Picture 4.18 Panel Comic

The sixth panel depicts Lily taking a deep breath before opening the club door, contemplating what role she might be assigned.

Picture 4.19 Panel Comic

The seventh panel captures the atmosphere inside the club as Lily opens the door, revealing the lively noise and activity from her club friends.

Picture 4.20 Panel Comic

The final panel of the episode shows Lily's shocked expression as she sees what's in front of her after opening the door.

Episode 3

The synopsis of the third episode describes Lily's excitement about potentially landing the lead role in this week's drama club show. The first panel provides a preview from the previous episode.

Picture 4.21 Panel Comic

The second panel reveals the reason behind Lily's shock from the previous episode, showing the noise and her friends' reactions to a girl in a pretty dress.

Picture 4.22 Panel Comic

The third panel introduces Kira, one of Lily's club friends, who often lands the lead roles in their shows due to her fitting visual appearance.

Picture 4.23 Panel Comic

The fourth panel depicts Lily's concerned expression as she continues to hope for the lead role in this week's show.

Picture 4.24 Panel Comic

The fifth panel shows Lily receiving a call from one of her friends.

Picture 4.25 Panel Comic

The sixth panel depicts Lily's eyes lighting up as one of her friends hands her the role paper, indicating that she is about to discover her role for this week's show.

Picture 4.26 Panel Comic

The seventh panel introduces a cute or slightly humorous element to highlight Lily's behavior, adding a touch of comedy to her reaction.
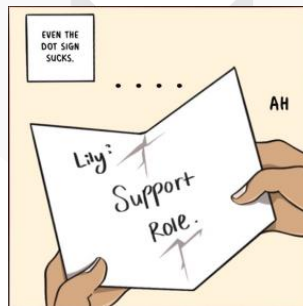
Picture 4.27 Panel Comic

The eighth panel reveals the role paper that Lily receives, indicating the role she has been assigned.

Picture 4.28 Panel Comic

The last panel of the episode shows Lily's disappointment as she reads the role she has been assigned.

CONCLUSION

The digital comic "We're Enough" was developed through a comprehensive process involving problem formulation, data collection, and analysis, with a strong theoretical foundation guiding its design. The choice of Instagram as the platform was due to its accessibility, ease of publication, and no cost, making it ideal for reaching the target audience. This comic aims to educate teenagers about body positivity, addressing both boys and girls to prevent dissatisfaction and to foster a sense of solidarity, ensuring they understand they are not alone in their experiences.

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