

ABSTRACT

Online game fandoms are unofficial communities formed based on a shared interest in certain game products or franchises. Interactions within those fandom communities often come with issues, such as gatekeeping, sexism, and sabotage. With that in mind, an educational medium is needed that can convey ethical values within those fandoms in an engaging and easily understandable way. This design process aims to produce a webcomic as an educational medium about ethics within the online game fandom. The methods used in this research include in-depth interviews, analysis on fandom ethics, analysis on similar works, and the design process of a webcomic tailored to the characteristics of the fandom audience. The results of this research are expected to produce a webcomic as an effective educational medium in building a more ethical fandom environment.

Keywords: education, fandom ethics, online game, storytelling, webcomic