

## **ABSTRACT**

*Adolescents are a vulnerable age group prone to unhealthy lifestyles, such as unbalanced diets, lack of physical activity, and habits like smoking and alcohol consumption. This issue is also evident in Bandung Regency, which has a large adolescent population and rising cases of obesity and risky behavior. This study aims to design an educational medium in the form of a digital comic (webtoon) as part of a broader health campaign strategy targeting adolescents. The comic is designed to deliver messages using engaging visual storytelling tailored to the psychographic characteristics of teenagers aged 10–19. The research methods include observation, interviews with medical professionals and nutrition students, as well as literature review. The analysis employs a SWOT approach to evaluate the strengths and challenges of using comics as a health communication tool. The outcome of this study is an educational comic concept with relatable narratives and visual style, supported by integrated campaign elements such as social activation and interactive media. Thus, the comic serves not only as a passive medium but also as part of a collaborative promotional effort.*

**Keywords:** *digital comic, healthy lifestyle, adolescents, visual education, health campaign*