

ABSTRAK

The comic industry in Indonesia faces significant challenges due to the digital shift in aspects of production, distribution, and creator collaboration. The lack of collaborative spaces that serve as platforms between readers and creators has become one of the key factors hindering the development of Indonesia's comic industry. In response to this issue, this research proposes the design of a mobile application prototype named MANSEIA, intended as a collaborative medium to support the growth of the local comic industry through the Design Sprint methodology, aiming to produce adaptive, user-oriented, and practical solutions. This project carries the central message “Tell your story through creation”, inviting Indonesian comic artists to preserve their works within a digital space. The research applies a qualitative method through digital observation, open surveys, and comparative analysis of similar applications. The outcomes of the design include a navigation system (site map), user journey (user flow), user interface (UI), and a visual identity that reflects the brand's character. Visual elements such as typography, color palette, iconography, and layout are designed to provide a practical, dynamic, and synergistic user experience, in line with the application's positioning as a shared creative space. MANSEIA is expected to function not only as a medium for comic publication and distribution but also as a platform that fosters inclusive and sustainable connections between creators, readers, and the broader community.

Keywords: *Digital Comic, Collaborative Application, Visual Communication Design, Design Thinking, Design Sprint, Indonesian Creative Industry*