

GRAPHIC DESIGN IN DAWAH COMIC BOOK PRODUCT FOR TEENS

Written Project Report

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ABSTRACT

Indonesian comics according to the designer's perspective has risen from torpor. Many young people are eager to make comics and comics became a popular entertainment media that published both online and print. This should be welcomed. But on the other hand, it seems there are still many obstacles to supporting the revival. The Designer sees the lack of competent Artists in exploring their work both in terms of art and story ideas still adopt the styles of Japanese and American. Comics on the market are largely for entertainment only, even many of those comics are less educated and contrary to Islamic values.

The Designer also sees the behavior of today's youth showing acknowledgment further away from Islam. Adolescents lack of dawah media that is able to intrigue and attract their hearts. Through the design of this work it is anticipated that : (1). This comic can be a medium of dawah that is fun for teenagers, that can help them build interest in wanting to learn more about Islam, especially in society, so they do not get lost by westernization. Also to implement Islamic law in everyday life and towards the end, the readers could change their way of thinking from westernized thinking to Islamic thinking. (2). This first dawah comic in Indonesia which specifically discusses about teenage phenomenon is expected to be a fresh oasis in the middle of the siege of the entertainment media industry that is far from Islam. (3). The Illustration styles that the designer depicts should be able to compete with foreign comics and could lift the image of the national comics. (4). To increase knowledge for the Designer, such as Islamic, graphic, and art knowledge, as well as writing knowledge.

Keywords: Comic, Dawah, Teens

PERANCANGAN GRAFIS PRODUK BUKU KOMIK DAKWAH REMAJA "GAUL"

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ABSTRAK

Komik Indonesia menurut perancang saat ini memang sedang mengalami kebangkitan dari mati suri. Banyak generasi muda bergairah untuk berkominik dan komik menjadi media hiburan yang digemari, baik yang dipublikasikan secara *online* maupun cetak. Ini patut disambut gembira. Namun di sisi lain, sepertinya masih banyak kendala bagi pendukung kebangkitan tersebut. Perancang melihat masih kurangnya komikus berkompeten dalam mengeksplorasi karya mereka, baik dari segi artistik maupun ide cerita masih kental mengadopsi gaya Jepang dan Amerika. Komik yang beredar kebanyakan sifatnya hiburan semata, bahkan banyak yang kurang mendidik dan bertentangan dengan nilai Islam.

Perancang juga melihat fenomena perilaku remaja saat ini semakin jauh dari Islam. Remaja kekurangan media dakwah yang mampu menarik hati mereka. Lewat perancangan karya ini diharapkan: (1). Komik ini bisa menjadi media dakwah yang menyenangkan bagi remaja, hingga mampu menarik hati mereka untuk mau belajar Islam, khususnya dalam pergaulan agar tidak tersesat terbawa arus westernisasi, menerapkan hukum Islam dalam keseharian hingga pada akhirnya bisa merubah cara berpikir westernisasi menjadi islami. (2). Komik dakwah pertama di Indonesia yang membahas khusus tentang fenomena remaja "gaul" ini diharapkan mampu menjadi oase segar di tengah kepungan industri media hiburan yang jauh dari Islam. (3). Penggayaan ilustrasi yang menjadi ciri khas perancang diharapkan mampu bersaing dengan komik luar dan bisa mengangkat citra komik nasional. (4). Menambah ilmu bagi perancang, baik ilmu Islam, grafis, *art*, juga ilmu penulisan.

Kata Kunci : Komik, Dakwah, Remaja Gaul