



**Remembering the Cultural Heritage of Rawa Gede
Karawang through Webtoon for Gen-Z Using the Story
Spine Technique**

By

Arvia Rahma Anala

013202100012

Supervised by:

Remandhia Mulcki, S.Sn., M. Ds

Drs. Hermanto Laksana M.Ikom

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ABSTRACT

Cultural heritage preservation is a big challenge in the digital era, especially in reaching Generation Z who tend to access information through visual and digital media. This research aims to design and analyze the effectiveness of webtoon media as a means of preserving the Rawa Gede Cultural Heritage using a narrative story spine approach. The method used is a descriptive qualitative approach, comprising the stages of media design, literature review, in-depth interviews with several representatives of the target audience, and readability testing with the target group. The results showed that the story spine structure is effective in building a narrative flow that can foster empathy and emotional involvement in local cultural values. Webtoon media is considered interesting, easy to understand, and follows the characteristics of Generation Z media consumption. In conclusion, the webtoon about Rawa Gede created using the story spine technique successfully engages Generation Z by combining clear, emotionally resonant storytelling with appealing visuals and relatable characters. Positive audience feedback confirms its effectiveness in conveying cultural heritage through mobile-friendly, easily accessible media. This approach not only educates but also entertains, proving that webtoons can serve as impactful, non-formal educational tools that bridge local history with modern digital consumption habits.

Keywords: *Cultural preservation, Rawa Gede, webtoon, Generation Z, story spine, digital media*

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TABLE OF CONTENTS

STATEMENT OF ORIGINALITY Error! Bookmark not defined.

PANEL OF EXAMINER APPROVAL..... Error! Bookmark not defined.

TURNITIN PLAGIARISM RESULT vii

GPTZERO ARTIFICIAL INTELLIGENCE BASED ANTI-PLAGIATION

CONTENT CHECK RESULT..... viii

ABSTRACT ix

ACKNOWLEDGEMENT..... x

TABLE OF CONTENTS..... xi

LIST OF TABLES..... xiv

LIST OF FIGURES xv

CHAPTER I..... 1

INTRODUCTION..... 1

 1.1. Background 1

 1.2. Specific Problem Identified..... 7

 1.3. Target User Profile 7

 1.4. Project Objectives 8

CHAPTER II..... 9

LITERATURE REVIEW 9

 2.1. Basic Design Theory 9

 2.1.1. Theory of Comic..... 9

 2.1.1.1. Types of Comics 9

 2.1.1.2. Basics Elements of Comic..... 15

 2.1.2. Theory of Digital Comic 16

 2.1.2.1. History of Webtoon 16

 2.1.2.2. Webtoon Canvas 17

 2.1.2.3. Webtoon Genre 18

 2.1.2.4. Webtoon Feature..... 20

 2.1.2.5. Process of Creating Webtoon 22

 2.1.2.6. Color Theory on Comic..... 26

 2.1.2.7. Typography Theory on Webtoon 31

 2.1.2.8. Theory of Character Design 34

 2.1.2.9 Theory of Story Spine Storytelling..... 42

 2.2. Generation Z..... 45

 2.2.1 Generation Z Tendency 45

 2.3. Military Aggression in 1947..... 46

 2.3.1 The Tragedy of Rawa Gede..... 46

2.4. Previous Study.....	49
2.4.1. Garden of the Dead Flower (Sero & Corbenyx)	49
2.4.2. Peristiwa RengasDengklok (Ni Putu Dea Ananda).....	51
CHAPTER III	55
METHODOLOGY.....	55
3.1. Design Research Method	55
3.1.1. Qualitative Research	55
3.2. Chart Flow.....	56
3.3. Scope and Limitation	57
3.4. Data Collection.....	57
3.4.1. Study Literature.....	57
3.4.2. In Depth Interview.....	57
3.5. Data Analysis.....	61
3.5.1. Interview with the Historian.....	61
3.5.2. Interview with the Target Audience.....	62
3.5.3. Interview with the Webtoonist.....	64
3.6. Research Outcome.....	65
CHAPTER IV.....	67
PROJECT DEVELOPMENT & RESULT	67
4.1. Proposed Design Solution.....	67
4.1.1. Main Outcome.....	67
4.1.2. Supporting Outcome	68
4.2. Significance of the Project	68
4.2.1. The Economical Value	68
4.2.2. Non-Economical Value	68
4.3. Design Execution	68
4.3.1. Design Preparation.....	68
4.3.2. Design Process	75
4.4. Design Outcome.....	93
4.4.1. Main Outcome.....	93
4.4.2. Supporting Outcome	126
4.5. Financial Statement.....	132
4.6. User Testing.....	132
4.6.1. User Testing Session	133
4.6.2. User Testing Analyst	135
CHAPTER V	139
CONCLUSION AND RECOMMENDATION.....	139
5.1. Conclusion.....	139

5.2. Recommendation..... 140

REFERENCES..... 141

APPENDIX..... 145

LIST OF TABLES

Table 1. 1. Target User Profile 8

Table 2. 1 Type of Comic through Goal and Ideals 13

Table 2. 2 Type of Comic through Reading Flow 15

Table 2. 3 Basic Element of Comic 16

Table 2. 4 Webtoon Genre 20

Table 2. 5 Webtoon Features 21

Table 2. 6 The Story 22

Table 2. 7 The Process of Creating Webtoon..... 26

Table 2. 8 Color Harmony 30

Table 2. 9 Type of Typeface 34

Table 2. 10 Shape Language..... 36

Table 2. 11 Character Archetype 42

Table 2. 12 Story Spine Technique Structure 45

Table 2. 13 SWOT Analysis of Garden of the Dead Flower 50

Table 2. 14 SWOT Analysis of Peristiwa Rengasdengklok 52

Table 2. 15 SWOT Analysis of Yuk, Belajar Sejarah 53

Table 3. 1 Interviewee Profile..... 59

Table 3. 2 Key Questions for the Target Audience 59

Table 3. 3 Key Questions for Webtoonist 61

Table 3. 4 Key Questions for Historian 61

Table 4. 1 Research Outcome 61

Table 4. 2 Deep Autumn Color Palette 71

Table 4. 3 Research Outcome 74

Table 4. 4 Supporting Character 77

Table 4. 5 Story Script 90

Table 4. 6 Epilogue 98

Table 4. 7 Episode 1 105

Table 4. 8 Episode 2 111

Table 4. 9 Episode 3 114

Table 4. 10 Episode 4 117

Table 4. 11 Episode 5..... 124

Table 4. 12 Epilogue..... 126

Table 4. 13 Financial Statement 132

Table 4. 14 User Testing Profile 133

Table 4. 15 Pre-Question 133

Table 4. 16 Observation..... 134

Table 4. 17 Interview Question..... 135

LIST OF FIGURES

Figure 2. 1 Webtoon Canvas 17

Figure 2. 2 Character Development 23

Figure 2. 3 Storyboard..... 24

Figure 2. 4 Color Wheel..... 26

Figure 2. 5 Color in Character..... 30

Figure 2. 6 Comic Typography 31

Figure 2. 7 Text Balloon..... 31

Figure 2. 8 Story Spine Technique Elements 43

Figure 2. 9 KNIL and Indonesian Civilian..... 48

Figure 2. 10 Captain Lukas Kustaryo..... 49

Figure 2. 11 Garden of the Dead Flower..... 50

Figure 2. 12 Peristiwa Rengasdengklok..... 51

Figure 2. 13 Yuk, Belajar Sejarah 52

Figure 2. 14 Theoretical Framework..... 54

Figure 3. 1 Chart Flow 56

Figure 3. 2 Historian Interview Documentation 62

Figure 3. 3 Target Audience (University student) Interview Documentation 63

Figure 3. 4 Target Audience (High School Student) Interview Documentation 64

Figure 3. 5 Target Audience (University student) Interview Documentation 64

Figure 3. 6 Webtoonist Interview Documentation 65

Figure 4. 1 Moodboard..... 69

Figure 4. 2. Deep Autumn Color Palette 70

Figure 4. 3 Clip Studio Comic Regular..... 72

Figure 4. 4. Single Fighters..... 72

Figure 4. 5 Mood System..... 74

Figure 4. 6 Character Design 75

Figure 4. 7 Batik Karawang 76

Figure 4. 8 Storyboard..... 91

Figure 4. 9. Logo..... 91

Figure 4. 11. Coloring Process 92

Figure 4. 12. Cover 9:16 93

Figure 4. 14 Sticker Pack 127

Figure 4. 16. Eksha’s Standee 129

Figure 4. 17. Tote bag back design..... 130

Figure 4. 18. Instagram Stories..... 131

Figure 4. 19. Instagram Feed..... 131