

ABSTRACT

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DESIGN OF EARTHQUAKE SAFETY COMIC FOR CHILDREN AGES 8 - 12 YEARS

The urgency of earthquake disaster mitigation has a high level of concern, especially preparation in educating young people (children) to have life skills for the ability to save themselves from natural disasters from an early age. Therefore, to answer and bridge children so that they can obtain information about mitigation, the design of earthquake mitigation education comics is also made in the hope of realizing their right to protection. And to help parents and schools to educate children about the importance of knowledge on saving themselves in natural disasters, especially earthquakes. The stages in this design use a 5-stage model written by Robin Landa through his book "Design Solution" which consists of; Orientation, Analysis and Strategy, Design Concepts, Design Development and Implementation. Primary data sources were obtained from interviews with 4 children, as well as their parents, and questionnaires distributed to 45 target audiences, namely children who have an age range of 8-12 years. While secondary data is taken from literature studies related to comics as learning media.

The result of this design is an educational comic that has a cartoon style by playing lots of bright colors such as red, blue, green and yellow to attract the attention of children. Besides that the type of font used in the word comic balloon is Laffayette which is very effective and easy to read. In visual depiction, this comic must contain a clear and gradual picture of what must be done before and after an earthquake takes place. In addition, the language used in comics must be light and easy for children to understand.

Keywords : Comic, Earthquake Preparedness, Mitigation