

DIGITAL COMIC STRIP AS AN ATTEMPT FOR SELF-CONTROL AGAINST IMPULSIVE BUYING AMONG GENERATION Z

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BACKGROUND

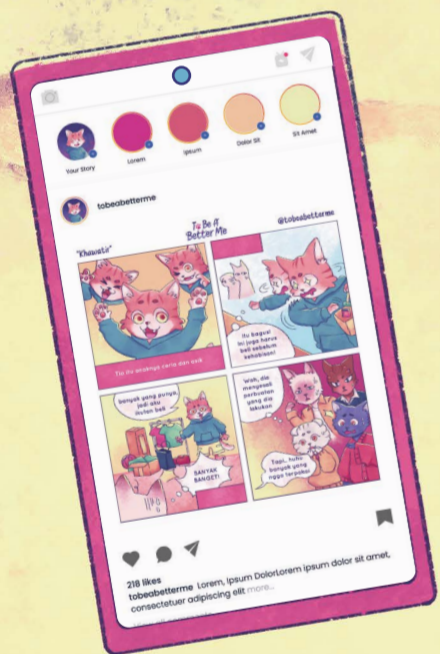
Generation Z frequently uses social media, which can cause FOMO that results in a lifestyle that prioritizes wants over needs. This lifestyle sometimes lead to impulsive buying. Good self-control is needed to prevent it, such as implementing frugal living. Therefore, a media that provide education about self-control to prevent impulsive buying is needed.

Digital comic strip is used as a media to deliver education about self-control to prevent impulsive buying. This medium is suitable for generation Z as it uses simple language, a combination of text and visuals that allows the reader to easily understand the information, and are accessible online. Motions were added as a point of interest.

GOALS

- To provide Generation Z with a fun way to educate about self-control in the form of frugal living so that impulsive buying can be prevented.

DESIGN METHOD: DESIGN THINKING



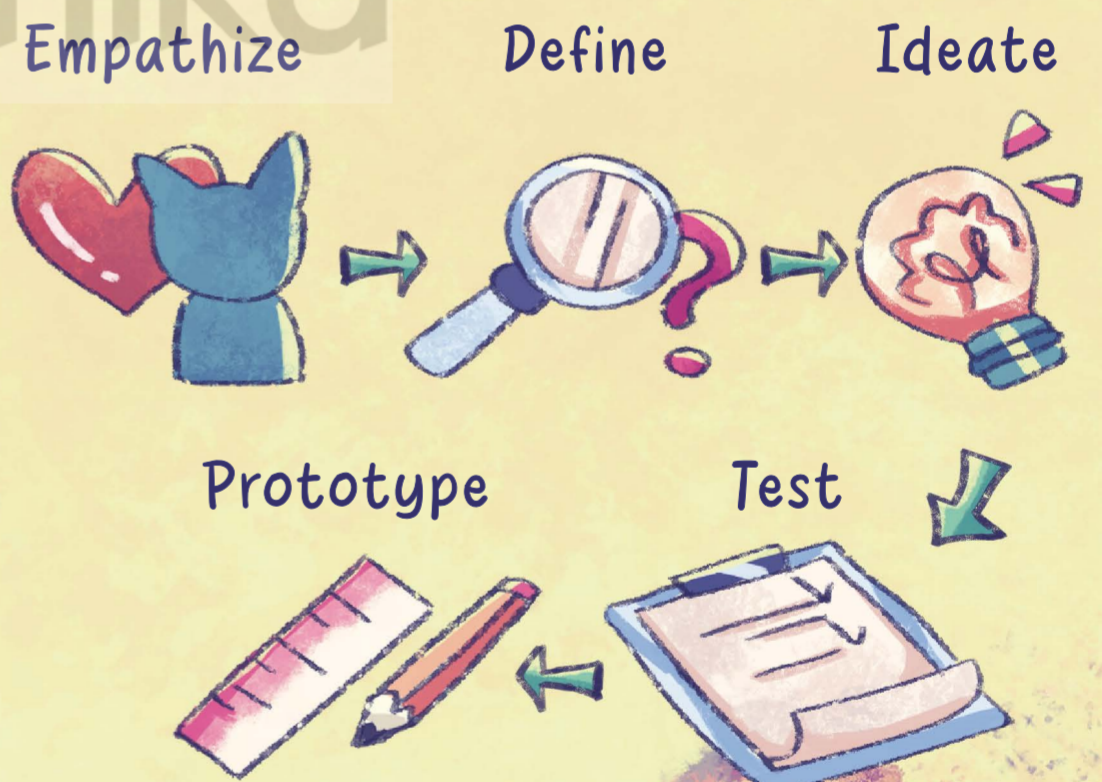
Budgeting



Saving



Prioritizing needs over wants



DESIGN PROJECT: "TO BE A BETTER ME"

The keyword for this digital comic strip is "Improvement", a process of making something better. The comic uses cool tone color and a cat-humanoid character based on the preferences of Generation Z survey. The keyword is featured in the comic title, "To Be A Better Me".

This digital comic features the theme of "Improvement". The main character, Tio, often acts on impulse and without thinking which causes problems. Over time, his self-control improves through the help of his friends. The content provides education on self-control, impulsive buying, resisting wasteful spending and methods for implementing frugal living, such as budgeting, saving money, and prioritizing needs from wants.

