DIGITAL COMICS ON SOCIAL MEDIA AS ENVIRONMENTAL CONSERVATION EFFORTS IN THE MILLENNIAL GENERATION

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INTRODUCTION

Millennials are active users of social media, so they get almost all of their information on the platform. One of the content in social media is in the form of a digital comic format. This study will look at the phenomenon of Instagram social media content as an effort to support the environmental conservation movement by the millennial generation

METHOD

This research uses case study method, with purposive sample selection. The purpose of case study research is to explain a phenomenon, whether it is a process, event, person, or object that attracts the researcher's attention.

The sample is the Instagram account @greengnrid with the comic content "KOPLING" (Environmental Comic). The Instagram account is connected to gginpoint.blogspot.com which describes its identity and activities.

1. Visual content analysis
Visual content is analyzed using visual semiotics so that the meaning and message can be known both denotatively and connotatively. Visual seiotics is a study that is interested in all kinds of meanings conveyed through visual senses [15]. The visual semiotic analysis will observe visual exposure on the syncattic dimension of the relationship between comic content and the media context, and pragmatically, denotatively and connotatively to comic content.

2. Content response analysis
The behavior shown towards the media content is an indicator of individual attitudes. The analysis of attitudes towards the media was carried out on visible attitudes. The response to the number of follower accounts, the number of 'likes', and the response to comments from the content is the attitude shown by the individual towards the entity that owns the media, media, and content activities in it.

2. The effectiveness of the media in supporting the issue of environmental preservation

Comic content in social media is one of the alternative media for messages. Comics have elements that are able to attract the attention of the readers, namely through the emphasis on the visual style or story telling. Approach to one or both of the comic elements is a power that is highlighted to convey the message of environmental preservation.

Comic works uploaded in the Instagram social media account certainly invite the response from the readers, the response in the form of "LIKE" activities, comment activities, and the activity of the addition of followers. These activities will increase the popularity of work and account. While the increase in the existence of works in addition to using these activities is also the addition of the Hastag of the Work Category, for example the work included in the category (hastag) of comics, the environment, theme, event name, and much more.

Figure 1 Instagram account and Digital Comic @greengnrid

DISCUSS

1. Visual content visual language
The works that are visually displayed by comic artists use a childish naive style, the display does not require details such as anatomy, lighting, and proportions. However, this visual approach is currently a trend among the younger generation, the trend is influenced by the younger generation's consumption tendency towards comics on digital platforms popularized by the Korean Wave with media such as Line Webtoon.

Comic presentations denotatively describe the real conditions of issues that occur at the global, national, and even at the level of individual problems in a straightforward manner, because the target of the comic products is the younger generation who tend to be straightforward, do not need to be small, and to the point. Connotatively, the messages conveyed are not implied but expressed in the work, so that the reader is easy to catch the message and does not require difficult and deep meaning.

CONCLUSION

The naive, childish visual style of comic illustrations generates attention and interest from readers of comic content on social media, making it easier for the messages contained therein to be conveyed, especially for the millennial generation. The millennial generation tends to choose something simple but has weight, this simplicity is shown through the choice of style, while the weight is through storytelling that contains a message. The effectiveness of environmental conservation campaigns can be determined through the chosen visual style and how the message is conveyed to the audience. The results of this study are the effectiveness of digital comic media and the creation of opportunities for the use of these media on environmental responses among the millennial generation. Despite the fact that a media cannot stand alone without a relationship with other media. relations between media will increase the effectiveness of environmental conservation campaigns.