

ABSTRACT

The identity crisis phenomenon is universal among adolescents around the world, including adolescents and young adults in Indonesia. Observational data shows that some young adults in Bandung often feel their sense of identity constantly shifts due to environmental influences, and they experience discomfort in situations that require them to adapt. This study aims to design an adaptation of the La Galigo story in the form of a digital comic as a medium to help young adults aged 18–25 explore their identity through a visual approach that is easily accepted by this age group. The research uses qualitative methods and comparative analysis of similar works. Data collection methods include interviews, questionnaires, environmental observations, and literature studies. Results proved that the identity crisis issue surrounding young adults is not an issue that may disappear within a short period of time, and instead will continue to go on as young adults grow and meet new people that can affect their livelihood. Therefore, a visual media is needed to guide these young adults in their journey of self discovery.

Keywords: *identity crisis, identity exploration, La Galigo, young adults, digital comics*