

ABSTRACT

Sleep quality is an important factor for physical and mental health. However, many young adults aged 18-23 experience poor sleep due to stress and lifestyle factors such as excessive smartphone use and academic pressure. The lack of understanding about sleep quality and the lack of relevant educational media makes this issue often overlooked. By conducting a questionnaire, interviews, observation, and literature study with the target audience, this research identifies the key factors affecting sleep quality among young adults. This research focuses on creating digital comic media as a means to raise awareness and educate young adults about the importance of sleep quality through webtoons. The aim is to encourage a better understanding of the importance of sleep quality and empower individuals to recognize and overcome sleep problems through an engaging and accessible approach.

Keywords

Sleep quality, digital comics, health literacy, webtoon, education media