

CHAPTER I

INTRODUCTION

1.1 Background

Sleep is a passive activity that is very important for human physical and mental health. Sleep quality plays a crucial role in maintaining overall health. Quality sleep is not only determined by sufficient duration, but also by continuity, efficiency, and consistent sleep time. The problem of sleep disorders and sleep deprivation still has not received serious attention in public health policies in many countries, especially developing countries (Lim et al., 2023). Lack of quality sleep has been associated with various serious health problems, including cardiovascular disorders, immune disorders, mental disorders, as well as an increased risk of work and traffic accidents (Zee & Turek, 2006; Jackson et al., 2020).

In addition, the low level of public awareness about the importance of good sleep quality and the lack of educational media is one of the main factors (Nakada et al., 2018; Beniermann et al., 2023). Research shows that sleep education interventions can increase knowledge and healthy sleep practices, and improve sleep quality in various populations, including workers, and adolescents (Kakinuma et al., 2010; Kira et al., 2014).

Furthermore, research shows that the use of electronic devices before bedtime, emotional stress, and circadian rhythm disturbances play an important role in determining a person's sleep quality. A study by Pham et al. (2021) found that most students use electronic devices within two hours before bedtime, and longer usage duration is significantly associated with poorer sleep quality. The blue light emitted by these devices can inhibit melatonin production and delay sleep onset, leading to shorter and lower-quality sleep. Additionally, emotional stress in the form of depressive symptoms is positively associated with poor sleep outcomes. The interaction between prolonged screen exposure and circadian rhythm disruption further exacerbates sleep disturbances among young adults (Pham et al., 2021). Young adults aged 18-23 years often experience poor sleep quality due to various lifestyle and psychological factors. The transition to adulthood is characterized by academic pressures, financial concerns, and increased

independence. These contribute significantly to sleep disturbances (Mathews, 2010). A study by Wang et al. (2023) found that poor sleep quality among college students was significantly associated with increased symptoms of anxiety and depression, highlighting the importance of healthy sleep habits in maintaining mental health in this age of group. Nonetheless, the high demands of social and academic environments often lead to poor sleep, negatively impacting cognitive performance, emotion regulation and overall well-being (Mathews, 2010).

Students aged 18–23 belong into the category of young adults who are vulnerable to experiencing a decrease in sleep quality due to various academic, social pressures, and irregular lifestyles. Additionally, a study by Putri and Sari (2024) at YARSI University Jakarta found that 80.6% of respondents had poor sleep patterns, which affected their study concentration. This is in line with the survey conducted by Adelia and the Honestdocs Team (2019), which involved 2,944 respondents, with the majority being female (68%) and male (32%), most of whom fall within the productive age group of 18-24 years. Furthermore, there are two main reasons why people in Jakarta get less sleep compared to those outside Jakarta, namely difficulty sleeping (33%) and spending time on the road (6%). Each respondent from Jakarta has their own reasons for why they have trouble sleeping every night. Some of them admitted to having trouble falling asleep due to stress, insomnia, or even depression. In addition, there were also respondents who admitted to getting less sleep because they stayed up late to work or study (27%) and to pursue hobbies (24%).

A study shows that webtoons are one of the most popular forms of digital media among adolescents and young adults, due to their accessibility through mobile phones, tablets, and computers (Chiara et al., 2023). In addition, the nature of webtoons that can be accessed at any time via the internet allows for the wide and efficient dissemination of information, accelerating the delivery of educational messages and raising awareness of certain issues, such as the importance of sleep quality (Chiara et al., 2023). Therefore, this research will focus on an effective digital comic design strategy to increase understanding and awareness about sleep quality for young people aged 18-23 years. As a designer, author will engage in design activities aimed at enhancing awareness and education about sleep quality

through information media such as digital comics or webtoons. Using webtoon as an educational media is more effective because it can attract attention and in accordance with the habits of adolescents aged 18-23 years who often interact with electronic devices.

Digital comics are effective for this purpose, as they can convey complex health information in an engaging and visually appealing manner. According to research by Triana et al. (2023), digital comics are effective in simplifying complex health topics, attracting attention, improving message comprehension, and conveying information in an engaging and accessible format. Their research concluded that health education delivered through digital comic media has a significant impact on adolescents' knowledge and behavior. The findings indicate that digital comics are not only visually appealing but also serve as an effective educational tool that can enhance understanding and promote positive behavioral changes among young audiences.

Furthermore, webtoons, as an emerging reading platform, resonate well with younger audiences, providing a unique blend of entertainment and education that can effectively communicate health messages (Cho et al., 2022). By utilizing relatable characters and narratives, these digital comics can illustrate the consequences of poor sleep quality and promote healthier sleep habits, thereby fostering a greater understanding and awareness of sleep health issues among young adults.

1.2 Problem Identification

1. The lack of awareness about sleep quality
2. The lack of effective educational media about sleep quality

1.3 Problem Formulation

1. How to design comics as educational media that can address the lack of awareness about sleep quality?

1.4 Scope

1.4.1 What?

This study focuses on dealing with health problems due to sleep quality, particularly among young people aged 18–23 who are experiencing sleep disturbances. Moreover, the research explores the potential of digital comics as an alternative educational medium to raise awareness about the importance of sleep quality

1.4.2 When?

Estimates will be done in the next 3 months from February – May.

1.4.3 Where?

Data collection would be done around Jakarta.

1.4.4 Who?

- a. Age: 18-23
- b. Life Habits: People who don't get enough sleep and stay up late.
- c. Gender: Men and women

1.4.5 Why?

- a. Lack of awareness about sleep quality
- b. Lack of educational media about sleep quality
- c. Lack of information about sleep quality

1.4.6 How?

By creating digital comics that provide information about health problems that occur due to poor sleep quality.

1.5 Objective and Goals design

The result of this design aims to produce digital comics in the form of webtoons that can increase awareness and enrich educational media about the importance of sleep quality. This media is expected to be able to convey interesting information and easy to understand to the public, so that it can help the public understand the bad effects of poor-quality sleep and the importance of maintaining sleep health to avoid physical and mental problems.

1.6 Research Method

This research will use a qualitative method approach where this research method is used to understand a phenomenon in depth, by collecting and analyzing non-numerical data.

1.6.1 Data Collection Method

a. Interview

An interview in qualitative research is often defined as “a conversation with a purpose” (Lune & Berg, 2018). The aim is to understand the world from the perspective of the interviewee, “to unfold the meaning of peoples’ experiences, to uncover their lived world prior to scientific explanations” (Kvale, 2007, as cited in Hurst, 2023, p. 138). Furthermore, interviews were conducted to gather data by interviewing people related to sleep quality issues. These interviews aim to gain deeper insights into the causes, impacts, and patterns of poor sleep.

b. Literature study

A literature review is a comprehensive summary of previous research on a topic. It includes both articles and books and in some cases reports relevant to a particular area of research (Hurst, 2023, p. 111). Literature study is one of the data collection techniques carried out by tracing and reviewing written sources that are relevant to the research topic

c. Observation

Observational techniques are used whenever the researcher wants to document actual behaviors and practices as they happen, not as they are explained or recorded historically (Hurst, 2023, p. 168). In this study, observations were conducted by observing comics, which are the same medium about sleep quality.

d. Questionnaire

According to Rachman et al. (2024:125), a questionnaire is a data collection technique that involves distributing a set of written questions or statements to respondents to be answered. This method enables researchers to systematically gather data regarding respondents' knowledge, attitudes, or experiences related to the research topic.

1.6.2 Data Analysis

The method used to analyze data in this study is AISAS. Sugiyama and Andree (2011:79) argue that AISAS is a model designed to effectively approach the target audience by observing behavioral changes, particularly in the context of advancements in internet technology.

1.7 Research Framework

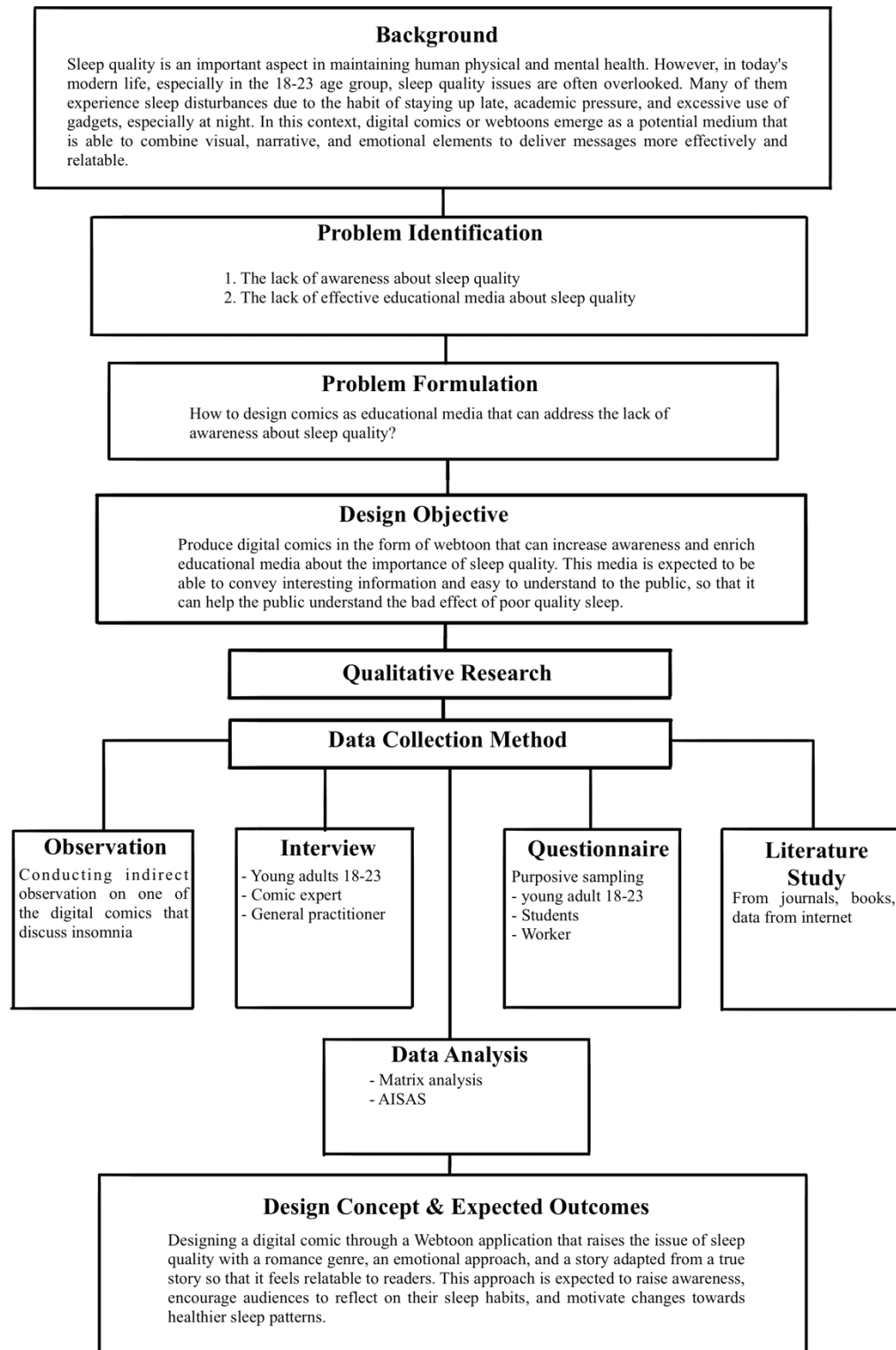


Figure 1. Illustration of Research Framework

(Source: Personal data)

1.8 Writing Systematic

The systematics of writing the study reports are follow:

A. **CHAPTER I: INTRODUCTION**

This chapter will discuss the background, problem identification, problem formulation, research scope, design objectives, benefits, research methods, data collection, data analysis, design framework.

B. **CHAPTER II: THEORETICAL FOUNDATION**

This chapter will discuss the theories and case studies related to the phenomenon.

C. **CHAPTER III: DATA AND ANALYSIS**

This chapter will explore research methods, data collection, and data analysis on the subject discussed.

D. **CHAPTER IV: DESIGN CONCEPT AND RESULTS**

This chapter will discuss the design concept and results regarding the output and process of designing digital comics about sleep quality.

E. **CONCLUSION**

This chapter will explain conclusions and suggestions, summarize the results of the research and provide recommendations.