



Visual Structure of the Digital Comic Banggaber with the Theme of Parents and Children

Syarip Hidayat¹, I Wayan Mudra¹, and Ranti Rachmawanti²

¹Ph.D Program, Department of Art, Institut Seni Indonesia (ISI) Denpasar, Denpasar, Indonesia
syarip.graphic@gmail.com

²Department of Fine Arts, Faculty of Creative Industries, Telkom University Bandung,
Bandung,
Indonesia

Abstract. Digital comics are spread virtually on the internet via computers and mobile phones, circulating in Indonesia through digital comic websites such as WebToon and social media Instagram such as digital comic Banggaber. Digital Comic Banggaber has an attraction, that its appearance with only visualized in one frame that has a strong message, the purpose of this research aims to identify the visual structure. This research is Qualitative, with a Fine Arts approach in Comics. The data source is the work of a digital comic from Instagram. Data collection techniques with observation, and visual studies. The results showed that the visual structure of the digital comic Banggaber consists of a surface structure in the form of real visualization of the symbol of the relationship between parents and children, while the deep structure is in the form of emotional bonds and parental child affection. This research provides information about the visual structure of digital comics on social media.

Keywords: Banggaber, Digital Comics, Parents and Children, Visual Structure.

1 Introduction

The 1960s and 1970s saw the height of Indonesian comics' popularity; during that time, comics were physically circulated in the form of books before fading away. Djair Warni an Indonesian comic artist of Jaka Sembung said that the publishing industry's lack of support has led to the decline of Indonesian com.

Digital comics are spread virtually on the internet via computers and mobile phones, circulating in Indonesia through digital comic websites such as WebToon and social media Instagram such as digital comic Banggaber. Banggaber Comics is one of the comics that spread widely on the internet, especially social media, during the period when Indonesians began using the internet extensively in the 2000s. At that time, comic artists did not need to rely on big publishers and could create and distribute their works within small communities [1].

The Banggaber comic has a straightforward aesthetic in terms of a one-panel comic display, but it is dense with significance, necessitating a closer examination of both the comic's visual elements and its underlying themes [2].

Rizal Fahmi, a comic artist, created a comic titled Banggaber, which informs about societal problems. This comic is displayed as an entire one-panel comic strip on the

social media platform Instagram. This Banggaber comic is one of the resurgences of Indonesian comics, where readers and comic enthusiasts alike wish to enjoy comics that have been produced by Indonesian comic artists, Banggaber comics in their plots address social concerns as analyzed in the display of events between parent and child.

Tahilalats comics have been used as research subjects in the past. Examples include Nur Aliffiana's Representation of Millennial Generation Identity Through Humor in the Form of Animation on Social Media (Semiotic Visual Animation Analysis on Instagram Tahilalats, Komik.Zero, and Komik Grontol), as well as Monica and R. Drajatno Widi Utomo's System Concept Visual Syntactics in Tahilalats

The message of Social Criticism in Cartoon Comic Illustrations (Roland Barthes Semiotic Analysis on the @Banggaber Instagram Account) by Firdan Ardhiansyah and Audience Meanings Regarding Comic Memes on the @Banggaber Instagram Account: Case Studies Related to Posts on Religious Issues and Politics by Amanda Faras Nabila are two studies that used Banggaber comics as their research subjects.

Digital Comic Banggaber has an attraction, that its appearance with only visualized in one frame that has a strong message, this research aims to identify the visual structure. By examining the visible structure that emerges, the research that has been done with the digital comic object Banggaber can be completed on the visual side of the comic, necessitating additional and supplementary research.

2 Method

This research is Qualitative, with a Fine Arts approach in Comics. The data source is the work of Banggaber a digital comic from Instagram. Data collection techniques with observation, and visual studies, three comic objects upload on the Banggaber comic Instagram that are analyzed, the visual analysis of the parent and child theme of the comic Banggaber with a visual analysis of the comic frame, composition, color, and comic text.

Qualitative research is a method of inquiry and comprehension that emphasizes social phenomena and human issues. In this study, researchers construct intricate visuals, assess words, give in-depth information regarding respondents' perspectives, and conduct trials in realistic settings [3].

Creative and carried out in virtual environments, qualitative research is. The researcher is the primary instrument in qualitative research. Therefore, researchers need thorough theory and expertise to develop questions, conduct analysis, and simplify the subject of study. This study emphasizes the connection between meaning and values more heavily [4].

Information or data required for the primary methods of gathering information for qualitative research entail interacting with and watching individuals in their natural settings. Additionally, it entails approaching or studying people pertinent to the research focus to try to comprehend their language and how they see the environment [5].

According to Moleong, the adoption of qualitative methods is guided by several factors, such as the method's greater adaptability when dealing with contradictory facts, the direct connection that this method creates between researchers and

respondents, and the method's greater sensitivity. and adjust to the encountered pattern of data [6].

3 Result and Discussion

Rizal Fahmi, the author of Banggaber comics, uses the social media site Instagram to share comic content in the style of single panels. Despite the single-panel format, the information is nonetheless supplemented with appealing graphics and text to reinforce the comic's message.

Since he was a little child, Rizal Fahmi has been interested in comic books. Rizal is a comic artist who uses social media and the internet to promote his work. His @banggaber Instagram account has 335 thousand followers.





Fig. 1. Screenshot of the @banggaber account on Instagram accessed on July 23, 2022

Comic visualization will be analyzed with the theme of parents and children, this theme was chosen because there is a relationship between parents and children that is visualized to display the messages and impressions contained in each comic display. The analysis in this research aims to identify the visual structure of the Banggaber digital comic with that theme.

3 comic objects will be examined visually on the theme of parents and children, namely: first, the uploaded comic on the theme of parents and children on Saturday, June 25, 2022, with a visual comic featuring a mother holding her child; the second is a comic upload of parents and children on Saturday, March 12, 2022, with a visual comic featuring mothers, fathers holding their children; and the third was uploaded on Saturday, December 25, 2021, with a visual comic showing a mother feeding her child while playing a bicycle in the afternoon. The following is Table 1. The visual analysis of the parent and child theme of the comic Banggaber, about the visual

analysis of the parent and child theme of the comic Banggaber with a visual analysis of the comic frame, composition, color, and comic text.

Table 1. The visual analysis of the parent and child theme of the comic Banggaber

Comic Visuals	The visual analysis
<p>1. Screenshot of the Banggaber Comic on Instagram: Mother and Child Instagram uploaded on Saturday, 25 June 2022</p>	<p>Comic frames: One Frame Composition: The compositional appearance is symmetrical with balanced mother and child figures on the right and left</p>
	<p>Color: The colors of the mother, child, and background are made in black and white, and on the part of the smile the mother is given a box as an important visual to be a point of interest visualizing different colors to emphasize the most important part</p>
<p>2. Screenshot of the Banggaber Comic on Instagram: Mother, father, and son uploaded on Saturday, 12 March 2022</p>	<p>Comic Frames: One Frame Composition: The compositional appearance is asymmetrical with the father figure holding the child and the mother on the right, for the balance of the composition this section forms a right triangle, but balances with the text. Partly balances the overall composition, and the background strengthens the composition by displaying cloud shapes on the right and left.</p>
	<p>Color: The colors used in this uploaded comic are soft. The choice of soft colors further strengthens the visualization of the interrelationships of each family figure shown. The color of the shadow of the light reflection becomes a visual binder so that the visual becomes a unified part [8].</p>
<p>Comic text:</p>	<p>"While other people are proud of their possessions, my mother and father are proud of their children.</p>


Comic Visuals	The visual analysis
	Text strengthens the visualization of comic images and to further clarifies the message and meaning of this comic.
<p>3. Screenshot of Banggaber Comics on Instagram: Mother and child uploaded on Saturday, 12 March 2022</p>	<p>Comic Frames: One Frame Composition: The compositional appearance is symmetrical with balanced mother and child figures on the right and left</p>
	<p>Color: The colors used in this uploaded comic include bright colors, choose a bright color with the dominant yellow color on the comic background to display dusk/evening, this color strengthens the visualization of the relationship between each family character shown, the shadow colors of the two characters into a complete visual binder.</p> <p>Comic text: "My life was once as luxurious as the afternoon, in which I swallowed a mouthful of love from my mother" Text strengthens the visualization of comic images and further clarifies this comic's message and meaning.</p>

Table 1. The visual analysis of the parent and child theme of the comic Banggaber, it can be summarized the visualization of this digital comic in the theme of parents and children, the visualization displayed is about harmony, and family warmth, displayed in soft colors and warm colors according to the characteristics of the visualization of each comic, the symbols that appear from the visuals comic is an emotional bond, the affection of parents and children.

This digital comic object has previously been analyzed from a visual perspective, then it will be analyzed using Levi-Strauss structuralism to analyze more deeply the visual structure that appears in the comic.

Levi-Strauss distinguishes the structure into two kinds; surface structures and deep structures. the surface structure is the relationships between elements that we can create or build based on the external characteristics or empirical characteristics of these relationships [9], from this understanding we can analyze visuals in digital comics banggaber with the theme of parents and children.

The Deep structure is a certain arrangement that is built based on the birth structure that has been successfully made but is not always visible from the empirical side of the phenomenon being studied [10]. The Deep structure can be compiled by analyzing and comparing the various outer structures that have been found or built [11]. This digital comic analysis is also done by looking up the surface structure to find the deep structure.

Structuralism in the visualization of Banggaber digital comics on the theme of parents and children, the Surface structure that appears with visualizations displayed

on harmony, family warmth, displayed in soft colors and warm colors adapted to the characteristics of the visualization of each comic, deep structure of the three comic objects This theme raises and forms the deep structure so that it creates a symbol of emotional bonding, parental and child affection.

The results showed that the visual structure of the digital comic *Banggaber* consists of a surface structure in the form of real visualization of the symbol of the relationship between parents and children, while the deep structure is in the form of emotional bonds and parental child affection.

4 Conclusion

Digital comic *Banggaber* is one of the revivals of Indonesian comics, through the Instagram social media platform, comic lovers can easily access Digital comic *Banggaber*, so visual analysis is needed to find the visual structure that appears and can find out more about the messages and meanings that appear on this digital comic.

The analysis was carried out using a qualitative method with data processed through the source of the data is the work of comic artist *Banggaber* taken from Instagram. Data collection techniques were carried out through observation and visual studies.

The analysis step is carried out in describing the visualization using the theory of art in comics, where frames, composition, and color are the parts that are analyzed to be able to describe the analysis step on structuralism from Levi Strauss with surface structure and deep structure.

The results of the study show that the visual structure of the digital comic *Banggaber* with the theme of parents and children consists of a Surface structure in the form of a real visualization of the symbol of the relationship between parents and children. while the deep structure is in the form of emotional bonds and parent-with-child affection.

Acknowledgement. Hopefully, this research can have a big impact on the development of digital comics in Indonesia and became a contribution to comic lovers, especially in Indonesia

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