

UTILIZATION OF VISUALS AND STORIES IN TAHILALATS COMICS

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ABSTRACT

Comics, which are entertaining reading, and how to enjoy them can now be done through digital media. Webcomic provides a new reading experience for comics lovers, because readers can get entertainment from reading comics through their respective gadgets. Many comics using webcomic media have diverse story genres, from action, fantasy, romance, drama to humor. A webcomic that has enough fans is the Tahilalat comic. Tahilalat is one of the humorous comic genre that is quite much in demand by comic lovers. Tahilalat comics are included in the type of comic strips, because they have short stories in each episode. This comic uses a fairly short picture panel, therefore the creator's ability to process narratives and stories is very important. The appearance of this comic indeed relies on a very absurd storyline, so that sometimes the reader must read carefully the text that is displayed in order to understand the purpose of the dialogue spoken by the characters that appear. A simple and smart joke, supported also by the visual appearance of the characters along with the narration displayed in the comics, making this comic has a good image in every fan. The right combination of story and visual is proven to be able to make this Tahilalat comic well accepted by Indonesian people.

Keywords: Visual, Story, Comic, Tahilalats

Preliminary

Tahilalats webcomic is an interesting reading, because in it has the meaning or discourse to be conveyed by its creator. In this article we will discuss and examine the visual meanings and stories in delivering messages to the reader or target audience. In enjoying or reading a comic is indeed one of the ascending entertainment, besides being spoiled with visuals, it also implies a story conveyed through word balloons.

Before expanding comics further, now the experience of enjoying reading comics has become easier, with the help of the internet, someone or readers can enjoy a comic story through their smartphone. Webcomic is a way to enjoy reading comics in an easy way and can be done anytime and anywhere with the help of the internet. A development of technology and information that has grown so rapidly, has supported the progress of the creative industry. As advancements in the field of entertainment in enjoying comics, developing rapidly with smartphones in the global market, makes it very easy for people to get access to entertainment in this case enjoying comics, no need to come to the place of an entertainment content.

Currently Webcomic users have enjoyed many comics in users, this can be seen from the very large number of downloads on the Webtoon application. Webtoon is

a webcomic application that makes it easy for readers to enjoy a comic on a smartphone. Besides connoisseurs or readers of comics, with Webtoon can also help comic artists or comic creators to publish their comic works.

The more rapid development of the platform, in this case Webtoon, certainly makes the door more open for local comic artists, especially in publishing his work. So that this webtoon is very beneficial for comic lovers or connoisseurs with comic makers or comic artists.

Webcomic Tahilalat is one of the successful comics at Webtoon. Webtoon is an online one that provides a place for comic artists to post their work on the internet. Many comic artists including in Indonesia who do and make webcomics who joined the webtoon. One of the most well-known works of Webtoon made by the children of the nation is the Tahilalat comic. The success possessed by the Tahilalat comic, is not obtained in an easy way, in the work requires considerable process and experience in the work. The Tahilalat webcomic is extraordinary because even though it has a simple picture, it has a very interesting story, therefore there are stories that are presented that have a discourse or meaning of their own. Of course it is not easy to be created, because in making a story the experience of an creator also has a considerable influence on the story that is presented. That is why a question appears in a comic which is more dominant, in terms of visual appearance or in terms of story.

Research Methods

Doing writing requires a method for obtaining accurate data and writing, and can be used in the creation of a work and writing for the future, which is related to webcomics. The use of the method in writing this article is to use a method with qualitative research. The qualitative method is to conduct an inductive research, which examines with each characteristic part of the Tahilalats webcomic, so that it will get a conclusion from the use of visuals and Tahilalats webcomic stories. Just as revealed by Sujarweni, that by doing a qualitative approach will be able to get a more accurate description of the use of visuals and stories in the Tahilalats webcomic.

Tahilalats Webcomic

Webcomic Tahilalats was created by Nurfadli Mursyid, both in terms of the visual character, the use of text and the story. Nurfadli, the creator of the Tahilalats webcomic, is a civil engineering graduate, it can be said that his diligence in creating comics is part of his hobby simply because it is not in line with his basic education.



Figure 1 : tahilalats webcomic

Source : webtoons.com/@tahilalats/episode647-648

This Tahilalats webcomic is included in the category of Strip comics, because the number of panels is very small, and the stories in one episode are fairly short. Tahilalats webcomic, is one of the webcomics that is quite successful in circulating in Indonesia, because besides because Tahilalats webcomic has an interesting story, the Comic Strip is also one of the most liked and popular comic categories in Indonesia because the story is quite simple.

Many genres in comics, such as drama, action, fantasy, romance and good with comedy or humor. Webcomic Tahilalats has a genre of humorous stories so reading the story will keep the reader entertained. But the interesting thing in this Tahilalats webcomic, besides presenting a humorous story, the creator also implies meanings in each episode of his comic. It also adds to its appeal, because the readers are also given the opportunity to interpret the story that is presented.

A simple and smart joke, supported also by the visual appearance of the characters along with the narration displayed in the comics, making this comic has a good image in every fan. The right combination of story and visual is proven to be able to make this Tahilalat comic well accepted by Indonesian people.

Use of Visual Display on Tahilalats Webcomic

In analyzing the visual appearance of Tahilalats Webcomic, it will be assessed based on the value of its beauty or aesthetic value. Related to the visual appearance is the character design and other assets that are available on each Tahilalats webcomic panel. Determination of a beauty, in the form of a work of art an object and creative process and the planner as a subject, who studies it is aesthetic science. Not only the end result, but a creative process from humans can also have its own aesthetic value [7].



Figure 2 : visual character Tahilalats webcomic.

Source : webtoons.com/@tahilalats/episode650

Broad and effective distribution due to internet assistance and directly proportional to technological progress. What is meant is, now many people already have smartphones, so that webcomic media will be easier to find and enjoy. With the help of the internet it will also make the delivery of a message widely available. In Aesthetics there are characteristics that can be used in studying the visual appearance of the Tahilalats webcomic, Concept Aesthetics.



Figure 3 : Comparison of the Tahilalats episode 1 webcomic display with episode 652

Source : webtoons.com/@tahilalats/episode1-652

One that is clearly seen in the Tahilalats webcomic is having a constant visual display. This can be seen in the picture above, where from the initial episode to the hundreds of episodes, this webcomic tahilalats has a constant visual display or image type that does not change. With the constant use of images, it certainly raises the interpretation that the creator indeed in making his visuals has a concept.

If seen from the understanding of the concept of aesthetics is the aesthetic quality that has been born due to an amalgamation of various alternatives and criteria of a plan. So the concept of aesthetics is the beginning of the search for visual forms and verbal concepts which in this case is a visual use of the Tahilalats webcomic. So it is clear that the character depiction of the Tahilalats webcomic has a concept. The simple depiction is not due to the creator who is less able to draw, but rather the writer made the picture to adjust the contents of the story and genre conveyed.

The Meaning of Stories in Tahilalats Webcomic

Of course in giving a story, there will be a communication to be conveyed to the target audience or readers. In understanding the communication itself is something that must be used for all media, so that the provision of information can be achieved on target. Communication is an activity that has a purpose in accordance with the wishes of the culprit. (Ngalimun: 20)



Figure 4 : visualitation Tahilalats webcomic and message
Source : webtoons.com/@tahilalats/episode642

Communication aesthetics are aesthetics derived from communication activities. Information published or shared has been well read or seen easily and interestingly. To see whether what is informed through animation has arrived and is well received by the audience, so that there is a change in attitude to take action consciously, it can be seen from the aesthetic of the communication. It can be understood, that the link between communication and aesthetic value, can also be seen if the information conveyed in the animation, can be conveyed in full to the target audience.

Webcomic Tahilalats, has an interesting story, which often makes the reader interpret the story in each episode. The existence of this also reinforces that in the Tahilalats webcomic, therein implies a discourse that contains certain meanings and messages to be conveyed by the creator,

Conclusion

It can be said that the Tahilalat webcomic story has a very unique story, because it implies a variety of messages and meanings. The meaning is often mentioned by his readers in the Tahilalats webcomic comment panel. Not only one meaning, but the readers interpret it with various interpretations, so it can be concluded that the creator of the Tahilalat webcomic, his work does have its own message and meaning.

In addition to relying on text, stories are also conveyed through visuals or images that are printed on the comic panels. Therefore it is very closely related between visuals and stories in a comic. Specifically on this Tahilalats webcomic the creator relies on these two elements, both text and visual to convey stories, meanings and messages that exist on the Tahilalats webcomic.

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