

ABSTRACT

THE EFFECT OF EDUCATIONAL MEDIA THROUGH DIGITAL-BASED COMICS ON THE LEVEL OF KNOWLEDGE ABOUT THE RISK OF DRUG ABUSE IN ADOLESCENTS

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Introductions: Drug abuse is still a serious health problem. Educational efforts require interesting and easy-to-understand media, considering that adolescents are more interested in visual displays that spark curiosity and help them remember educational messages well. Digital comics are one of the effective alternatives to convey information in an interactive way. This study aims to analyze the influence of educational media through digital-based comics on the level of knowledge about the risk of drug abuse in adolescents. *Methods:* This study used a Quasi-Experimental design with a Pretest-Posttest Control Group Design. The sample consisted of 30 adolescents divided into an intervention group and a control group, 15 people each. The intervention group was given education through digital-based comics, while the control group received leaflets. Data knowledge was measured using standardized questionnaires and analyzed using the Wilcoxon Signed Rank Test and the Mann-Whitney Test. *Results:* The intervention group showed a significant increase in knowledge after being given digital-based comics ($p=0.001$), while the control group showed no significant improvement ($p=0.083$). Analysis of differences between the intervention group and the control group showed significant differences in knowledge levels after the intervention ($p<0.001$). *Discussion:* Digital-based comic media has proven to be more effective in increasing adolescents' knowledge than leaflet media. Visual and narrative presentations can help youth understand information in a contextual and engaging way. This finding is an optimal strategy in efforts to prevent drugs in adolescents in the school environment in the form of educational media such as digital-based comics.

Keywords: Comics, Health Education, Adolescents, Knowledge, Drugs