

## **ABSTRACT**

Indonesia is one of the world's maritime countries and has a variety of aquatic ecosystems spanning from freshwater to seawater, offering opportunities in the use of fisheries resources. However, fish consumption in Indonesia is still low and is the sixth lowest out of eight countries in Southeast Asia. Fish contains a variety of nutrients such as Omega-3, Protein and Minerals that can fulfil the body's nutritional needs. Adolescence is a period of growth that determines their future, lack of nutritional intake during adolescence can cause various health problems, one of which is malnutrition. Malnutrition is a health condition caused by malabsorption or deficiency of protein and other nutrients, malnutrition also is one of root problem that causing stunting in Indonesia. Therefore, it is hoped that adolescents will be interested in consuming fish and know the long-term benefits in order to avoid malnutrition. Therefore, a Comic strip for teenagers was designed to encourage teenagers to consume and know the benefits of fish consumption. This design uses mixed methods for data collection which will be analysed by using visual analysis, matrix analysis and qualitative analysis to determine the data. It is hoped that this comic can encourage teenagers to consume fish by giving messages about the benefits of the importance of fish consumption hence they can avoid these health issues that can affect them in the future.

Keywords: Fish Consumptions, Comics, Digital Comics