

ABSTRACT

Sembrani is one of Indonesia's superhero legend characters like Gundala Putra Petir, Godam, Maza Sang Penakluk, Sri Asih and others. However, the last few decades of the local superhero comics industry had declined due to various reasons, such as losing competition with superheroes from other countries and the discontinuation of publishers from publishing the local superhero comics. Beside of the industry, the modern has influenced the teenager readers of the comics becoming more individualist. The influence has reduced the nationalism and unity from themselves including in the preserving local superhero character. These things makes the reader doesn't know any of the local superhero comics character further like Sembrani. therefore, the design of media such as comic that could interpreted again of the character of sembrani it is needed to raise the message of nationalism and unity for youth readers nowadays. Meanwhile for the research methods of the design divided into methods of data collection and data analysis. The method of data collection for this design is through four methods, namely observation, interviews, reader surveys, and literature studies, which are then processed using the SWOT analysis method. The design of the "Sembrani" superhero character comic is expected to increase the value of nationalism and unity in the reader while introducing the right figure to the readers.

Keywords: Comics, Superheroes, Sembrani