

ABSTRACT

This research focuses on efforts to increase the participation of young voters in elections in Magetan Regency. According to data taken from the General Election Commission (KPU) database, Kab. Magetan, In the previous election in 2019, around 25% of the Final Voters List (DPT) consisted of young voters, but 20% of them did not participate (Golput). This study used qualitative methods with data search methods, namely: observation, interviews, questionnaires and literature study. The purpose of this research is to design persuasion media in the form of a webtoon comic entitled "Ayo Milih, Ben Malih" which in Indonesian means "Let's Choose, To Change". The webtoon comic is expected to reach young voters in Kab. Magetan with the aim of increasing their participation in the upcoming 2024 elections

Keywords : Webtoon , Participation, Young Voters, Elections, Magetan