

## **ABSTRACT**

*The Body Positivity movement, which has become popular since 2012, presents opinions to accept the complete body shape. However, the lack of educational media about the body positivity movement in Indonesia has caused many teenagers to be trapped in a crisis of confidence in their bodies. In fact, there are several cases of bullying caused by a person's non-compliance with beauty standards in Indonesia. This study aims to describe the design of an educational webtoon comic about body positivity to increase the self-confidence of young girls in the city of Jakarta. The results of the research are expected to educate young women in Jakarta about how to fully love themselves, including accepting their shortcomings. This research is a descriptive qualitative research. The data collection process was carried out by means of observation, interviews, questionnaires, and literature study. The data obtained were then analyzed using comparative matrix analysis, referring to several topics, namely Visual Communication Design, Education, and Graphic Design. The study of this subject is very useful for understanding how to design the right educational media to achieve the goals that have been set, and is expected to be the right solution for existing problems.*

**Keywords:** *Body Positivity, Graphic Design, Educational Media, Comics, and Webtoon*