



ABSTRAK

Abstrak – Generasi Millennial, memiliki peluang besar di bidang era industri kreatif 4.0. meliputi hak kekayaan intelektual dengan mengasah potensi diri dalam meningkatkan kemampuan *Hard Skill* pada suatu bidang tertentu yang spesifik. Namun saat pandemi Covid-19 *Work from Home* (WFH) berlangsung, ada beberapa faktor yang menghambat untuk penyaluran minat dan bakat, jadi harus dilaksanakan secara mandiri. Perancangan buku tutorial mewarnai komik ini dibuat sebagai salah satu metode alternatif untuk memotivasi individu dalam mengasah potensi diri secara bertahap mengikuti arahan dan instruksi. Perancangan ini melalui 3 tahapan diantaranya yaitu, tahap pra-produksi, tahap produksi, tahap pasca produksi dimana metode pengumpulan data menggunakan metode studi dokumen/teks kualitatif. Hasil dari perancangan buku tutorial mewarnai komik ini berjumlah 8 halaman yang bermuat berbagai konten “tips & trik” dengan teknis ilustrasi visual yang dipublikasikan ke dalam media aplikasi baca komik *online* WEBTOON. Supaya mudah diakses mandiri sesuai dengan ruang segmentasi peminatnya. Dengan adanya buku tutorial ini diharapkan dapat membantu generasi millennial dapat termotivasi mengeksplorasi lebih jauh minat dan bakat, berkembang secara mandiri atau otodidak, disituasi pembelajaran daring, hingga diharapkan dapat bersaing di industri ekonomi kreatif 4.0 Nasional maupun Internasional.

Kata kunci: Buku tutorial, Teknik mewarnai komik, Tips & trik.



ABSTRACT

Abstract – Millennials potentially have great opportunities in the creative industry era 4.0, includes intellectual property rights by potential drilling in improving hard skills in a specific field. During the Covid-19 Work from Home (WFH) pandemic took place, there were several factors block on the distribution of interests and talents; so, they had to be carried out independently. The design of this comic coloring tutorial book was created as an alternative method to motivate individuals to sharpen their potential gradually following directions and instructions. This design goes through 3 stages, the pre-production stage, the production stage, and the post-production stage where the data collection method uses a qualitative document/text study method. The results of the design of this comic coloring tutorial book are 8 pages containing various “tips and tricks” content with visual illustration techniques published in the WEBTOON online comic reading application media. So that it is easily accessible independently in accordance with the segmentation space of its fans. With this tutorial book, it is predicted that it can help the millennial generation be motivated to explore further interests and talents, develop independently or self-taught, in online learning situations; as the result, they are expected to be able to compete in the national and international 4.0 creative economy industry.

Keywords: *Comic coloring technique, Tips and tricks, Tutorial book.*