

ABSTRACT

Amalia, Riski. 2023. "Social Critique of the Educational Practice in the Webtoon entitled *Who's Mr. President?* by S.M.S. and King Production". Thesis. Indonesian literature study program, Cultural Studies Department, Diponegoro University

The study is a literary sociology study that uses material objects for the *Who's Mr. President?* webtoon comic episode 1–episode 68 (end). The objective of this study is a social critique focused on educational practice. The research is meant to describe: (1) the comic structure (a word balloon, panel, and image) of the webtoon comic *Who's Mr. President?* and (2) the social critique found in *Who's Mr. President?*'s webtoon comic. The methods of this study are Structural method and literary sociology. Structural methods are used as a method is used to analyze the structure of the comic by making good use of screen capture of various aspects of the comic, such as word balloons, panels, and pictures. Literary sociology is used to interprets texts or literature sociologically. This method draws on the aid of social critics, particularly criticism of educational practices concept.

This study has shown that the structure of a comic book consists of balloons of words, panels, and drawings. Modifications to the structure of a comic can affect the reader's grasp. The social critique analyzed with a sociology approach presents factual cases in the real world as evidence of the relevance of social critiques in *Who's Mr. President?*'s webtoon comic. Such criticisms include criticism of character education, criticism of bullying or abuse, criticism of work plagiarism, and criticism of corruption in the education environment.

The presence of social facts in the form of case evidence for various problems in these comics proves that webtoon comics are a powerful and relevant medium for conveying criticism. This is because webtoon is cyber literature that can be accessed easily, anywhere, and at any time by readers with the internet connection.

Keywords: Comic, Webtoon, *Who's Mr. President?*, Social Criticism, Educational Practice, Cyber Literature