

Abstract

Graphic designer are one of the rising professions, but there are still misunderstandings of information about the profession of graphic designer. In addition there are still many designers who have not been able to fix the price of design that is done based on the results of questionnaire. In this design, using qualitative research methods by way of data collection through questionnaires, interviews, literature and observation. After that is done analysis using SWOT analysis to analyze as basic design. The expected result is the media to introduce the profession of graphic designer in the form of comic. Comic that will be designed in the form of print book, because the print media easy to read under any circumstances, does not require electricity, does not require internet network, can be collected, and easy to spread if you want to trade. With the comic book, it is expected that the profession of graphic designer can be better understood, graphic designer candidate get a picture of their profession in the world of work and straighten misunderstanding of information about graphic designer.

Keywords: Graphic designers, books, Comics