

## ABSTRACT

**Mufrihandhanu, Rakha. 2019. *Directing Profile Features About The Struggle Of A Parking Judget To Promote Children Education Is Unfortable in Rancaekek. Final Task. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University. ,Bandung***

*Education is a very important thing for everyone because it aims to prepare for life, can also be a guide for the life of Indonesian society. Learning process can occur in many ways, whether directly or indirectly. And the lack of attention from the government and society towards children who are not getting proper education. The methods used in collecting data of this Final Project are observation, interview, literature study and literature. Kang jack himself is a parking attendant in **Unpad** who wishes and ended up making free school for poor families around his village. The phenomenon that is now taken is the assumption of the surrounding community who tend to have negative thoughts about children who are not in school without knowing the background of the children first. In the design of this Final Project the author will design a feature profile, here serves to introduce the community closer to the figure of Kang Jack founder of free school for children unable in his area. The method used is ethnography method by analyzing the figure of Kang Jack through the process of literature study, interview, observation, and merging of 3 pieces of similar works namely *The Profile Ijeck (Musa Rajeckshah)*, *Indonesia Bagus (Land on the Rich Culture Cloud)*, *Owner Profile Peter Says Denim*. It is expected to motivate Indonesian people to be concerned about the situation around because there are still many children who have dropped out of school or can not even attend school because of economic problems.*

*Key Word* : *Character Building, Social Care, Features Profile*