

ABSTRACT

Indonesia is also known as an agricultural country with the meaning that the agricultural sector still has an important role. Agricultural productivity can be influenced by several factors, including land, tools, and productive farmer resources. Based on data from SUTAS 2018, the average age of farmers' resources is above the productive age, with the younger generation standing at 3.2 million people out of a total of 27.6 million people. The design of this motion comic is carried out as a medium of persuasion about the profession of farmers who are often underestimated by the younger generation who will build their careers in West Java. In its design, qualitative research methods are used as the basis for the design. This method includes analysis through data collection from observations, literature studies, and interviews. Through the design of the work, stories are produced that invite farmers to become farmers and also the design of storyboards as pre-production for making motion comics.

Keyword: Farmers, Jawa Barat, Motion Comic, Productive Age, Profession, Storyboard