

ABSTRACT

Jay and Aya Character Planning for Jaya Center for Advance Learning Needs

Yeremia Ravelly Kriswong¹⁾, Desi Dwi Kristanto, S.Ds., M.Ds.²⁾

¹⁾ *Student of Visual Communication Design Department, Universitas Pembangunan Jaya*

²⁾ *Lecturer of Visual Communication Design Department, Universitas Pembangunan Jaya*

Based on labor law article 1 number 2 Law article 13 of 2003, manpower is every individual that able to do a job to produce a product or service to fulfill that individual or people needs. On 2021 in Indonesia the number for laborer is increased 2,6 million more than 2020 but a lot worker in Indonesia still don't know how important is certification to increase work quality and the possibility to get a job. Certification is a process to award a certificate that done in systematic and objective manner through a competence test that based on national work competency standards, international standards, or any other special standards, certification needs in Indonesia has start to grow because the pressure company give for a better laborer quality. Because of that there is a need for a media that able to give information about certification and with a right communication style to young worker, a young worker is worker in between the age of 25 to 35 years or usually called millennial generation. Using comic more specifically comic strip able to give the information about certification in the right manner and help the information to be served in a millennial communication style. Research methodology that carried out in this research is qualitative in the form of document study, reference study, and interview. From the result of study, it was found out that the needs for a media that could give information about certification with a communication style that usually used by millennial generation. The author hope with this comic planning the young worker knowledge about every certification is increase and raise the desire for young worker to take a professional certification or competency certification

Keywords: *Worker, Certification, Comic, Communication Style.*

Libraries : 40

Publication Years : 1965 – 2022