

ABSTRACT

The number of young entrepreneurs in Indonesia is still far from other countries such as Malaysia, Singapore and Thailand. If you want to become a developed country, Indonesia needs as many as 4 million young entrepreneurs. This number could have a major effect on the Indonesian Youth Development Index, which is among the worst in Southeast Asia. Even so, the enthusiasm of Indonesian youth in making entrepreneurship occupies the highest position when compared to other countries in Southeast Asia. Despite the high number of youth desires, most Indonesian youth choose to use their free time to seek entertainment in cyberspace. One of the entertainment they like to use is reading Webtoons. Indonesia itself is one of the most Webtoon users with 2 million active users, which puts Indonesia in fifth position in the use of the comic site. The author sees that there is a youth market that can be aimed at persuading young people to create jobs by spreading enthusiasm and perseverance in having an entrepreneurship. The comic that will be designed by the author will later pick up the stories of several young people who are behind the brand that the youth recognize. The author will also provide information about the product and how the brand that is appointed works. The data collected in this design are interview data to one of the brand owners and to Webtoon comics, questionnaire data to youth ranging in age from 16 to 30 years, literature study data on comic theory, visuals, and color, and a comparison matrix has also been carried out. to several other comics with the theme of entrepreneurship that reflect the spirit and perseverance in pioneering an entrepreneurship. The data that has been collected will be used to help as a reference when designing comics.

Keywords: Youth, Entrepreneurship, Webtoon.