

## ABSTRACT

Generation Z in Indonesia is confronted with serious challenges in their career preparation. The increasing issue of job vacancies and the phenomenon of soft skills deficiency among Generation Z are the primary concerns addressed in this design. The aim of this design is to create a digital comic that serves as an educational medium as a solution to these issues. Through an educational media approach utilizing comic media, this digital comic provides information on self-development strategies and career preparation relevant to the current situation in Indonesia. Its utilization is expected to offer an innovative solution, motivation and better understanding to Generation Z regarding steps they can take to prepare themselves for challenges in the job market and strengthen their mental resilience. This design adopts a qualitative approach encompassing data collection processes through observation, interviews, and literature review. The design analysis of the collected data will be conducted using descriptive and matrix analysis methods. The analysis results will then serve as the foundation for concept of the digital comic.

Keywords: Comic, Illustration, Job Vacancies, Self-development, Generation Z