

**ABSTRACT**  
**COMIC DESIGN FOR INFORMING PUBLIC TRANSPORTATION**  
**IN JAKARTA CITY**

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Jakarta has high population of density, more than 10.000.000 population according to the Kompas. Along with the increasing welfare levels in the city, the more Jakarta people who are reluctant to use public transport and preferred to using private vehicles in daily activities.

The reluctance of people in using public transportation due to several factors such as prestige, impractical, and there are some people who still feel uncomfortable. According to the Department of Public Transportation Jakarta, one of the factors which quite large due to the ignorance of the people against the routes of public transport in Jakarta. It is this ignorance that causes community prefer to use private vehicles for daily activity causing the congestion which is getting worse.

Based on the data obtained through interviews, observation, and the literature study that can help to analyze and helping process of design comic book to inform public transport in the city. Comic book media taken because comic containing an interesting story, so that it can be deliver the information more closely with the audience.

Through comic books which informs about route and other informations about public transportation who operating in the capital city and will be packed with an interesting story, expected readers more know about anything public transportation who exist in Jakarta and route that serviced by public transportation.

Keyword : *Comic Book, Public Transportation, Traffic, Jakarta*