

ABSTRACT

Various parking problems are often encountered on the Telkom University campus. This is an interesting phenomenon to be revealed in the creation of Visual Communication Design. Digital comic strip is a media that can be used as an output of work, through the Instagram platform as a media for social criticism about parking problems at Telkom University. The purpose of this design is expected to be one of the solutions for delivering communication in triggering the handling of parking problems at Telkom University. This study used a qualitative research method with a visual communication design theory approach and comics. Data collected in various ways such as observation, interviews, questionnaires, and literature study. The data that has been collected will be used to obtain information related to parking problems at Telkom University and digital comic strips that are processed to be applied in making digital comic strips that are interesting and can be used as media criticism in parking problems at Telkom University.

Keywords: Digital comic strip, Instagram platform communication media, Parking social issues, Telkom University Bandung.