

ABSTRACT

Fresh graduates are students who have recently completed their education at a higher education institution and are entering the workforce. This phase is often faced with uncertainty and challenges, leading to anxiety among fresh graduates. This research uses qualitative methods by conducting literature studies, observations, interviews, and questionnaires. Data analysis was performed using comparative matrix analysis and SWOT analysis to determine information media design strategies. Based on the research results, most fresh graduates experience anxiety. The design of information media in the form of illustration book can help fresh graduates overcome anxiety when facing the working world. Recommendations for future research are to develop more specific content book and evaluate the effectiveness of this illustration book in addressing anxiety among fresh graduates.

Keywords: *Fresh Graduate, Anxiety, Working World, Illustration Book*