

ABSTRACT

The career phenomenon for young Indonesian women today is still afraid to have big dreams. Women can achieve careers as far as and achieve anything, this is what makes the problem that must be faced through transmedia created with the aim of making Young Indonesian Women, especially for confidie as the target market in this study. Several methods used in making various forms of transmedia in this study used several data processing methods, in order to obtain correct and valid data, namely questionnaires, (Previous Design) Digital observation, and also interviews. With this I hope this research can be conveyed by those who extract

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