

ABSTRACT

The problem for the people of Banyumas Regency, especially in Purwokerto City, is very close to smoking, especially for traffic users. This needs to be known by smokers, not only endangering themselves, but the danger already involves the health and safety of other motorists on the road. So, it is necessary to design socialization media to disseminate information regarding the dangers of smoking while driving. The purpose of this design is to design comic designs when driving to the City of Purwokerto. The research method used is a descriptive qualitative approach. Collecting data using interviews, observation, documentation, and questionnaires. The result of this design is a comic book about the dangers of smoking while driving in Purwokerto City.

Keywords: cigarettes, books, comics