

PROFILE ANALYSIS OF GRADUATES AND WORK NEED SKILLS S1- VISUAL COMMUNICATION DESIGN IN THE ERA OF DISRUPTION 4.0

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ABSTRACT

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This study aims to analyze and describe the profile of graduates and job requirements including hard skills and soft skills with a minimum educational background of S1-Visual Communication Design. The type of research used in this research is descriptive qualitative research with analytical techniques, namely content analysis. The data sources in this study were 100 job vacancies on online media including websites and social media. Based on the results of data analysis, it shows that there are 16 categories of profiles for S1-DKV graduates. The top ten graduate profiles sought by job providers are Graphic Designer, Videographer, Digital Marketing, Content Creator, Photographer, Animator, Illustrator, Multimedia Designer, Ui/ Ux Designer, Visual Merchandiser. There are 51 hard skill categories with a minimum educational background of S1-DKV. The ten hard skills that have the highest scores are the ability to operate the Adobe Photoshop, Adobe Illustrator, Adobe Premier, Adobe After Effect applications, the ability in digital marketing, the mastery of corel draw applications, the ability to master photography and videography techniques as well as knowledge of branding and advertising. The results also show that there are 37 categories of soft skills with qualifications of S1-DKV graduates. The ten soft skill categories with the highest scores are Creative, Teamwork/Teamwork, Innovative, Working according to targets, Communication, Working under pressure, Responsibility, Discipline, Artistic and Thorough.

Kata Kunci: *DKV, Graduate Profile, Hard Skill, Soft Skill. Disruption 4.0*