

***PRICING STRATEGY GRAPHIC DESIGN***  
(*Study on Freelance Graphic Designer Services in Jombang*)

***ABSTRACT***

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*Graphic design at this time is familiar and commonly found in everyday life. The development of science and technology, also plays a role in determining the progress of graphic design, the use of the name graphic design lately is more popular as a visual communication design. The competition for the creative industry in the graphic design sub-sector is growing rapidly, so many new businesses have sprung up which have made the competition even tougher. This research is based on the results of pre-research which shows that there is a public opinion about graphic design that is not appreciated, even connotes the meaning of low prices. This study aims to explore the existing phenomena, as well as analyze the reasons behind freelance graphic designers in determining pricing strategies. This research is a qualitative research conducted by searching for data sources through in-depht interviews conducted with 3 informants, document collection, and triangulation of data sources conducted by researchers. The data obtained were then analyzed using open coding, axial coding and selective coding methods. The results of this study indicate that there are factors that are the reasons for freelance graphic designers in setting prices, namely; experience, appreciation and friendship.*

***Keywords :*** Pricing strategy, Freelance graphic design.