

ABSTRACT

DESIGN OF SOCIAL MEDIA CAMPAIGN HYGIENE BEKASI RIVER

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Nowadays clean water is rare to get, but the population growth keep increasing and human being even don't realize that clean water is the core of our activities that didn't care about water condition even human make the water dirty. Bekasi river is one of the example.

To answer the problem above the methode used to obtained the data needed is through observation, literature, interviews and giving questionnaire to respondences who represent target audience. After the data has been obtained, then the design process will be conducted by designing logo and media campaign. The media used in this campaign are signage, poster, flyer, social media, banner, garbage bin, sticker, pin, t-shirt, and hat.

Hopefully, by the design of the final task will change the society mindset to care about the environment with not throwing garbage to the river.

Kata kunci : Bekasi River, Social Campaign, Media Campaign.