

ABSTRACT

DESIGN OF VISUAL IDENTITY AND MEDIA FOR HOUSEHOLD PHARMACEUTICAL WASTE MANAGEMENT CAMPAIGN IN MAJOR CITIES IN INDONESIA

By Nava Dara Bitya Amanda Mahoro

1601174239

One of the factors to the high number of cases of illegal drug distribution happening is the improper disposal of drugs by the community. The government has made efforts to address this issue through various educational and awareness activities, but the impact does not reach the majority of the people. Many are unaware that pharmaceuticals and other pharmacy products should not be discarded casually when no longer needed. This research aims to design a social movement that utilizes creative strategies in its identity and promotional media to effectively influence the community in managing household pharmaceutical waste. In the process, collecting data includes literature review, questionnaires, observations in several pharmacies, and interviews with those involved in pharmaceutical products and targeted consumer segments. The data are analyzed, resulting in four main topics in this study: social movement, pharmacy and community, promotional media strategies, and visual communication design. From reviewing these four topics, a foundation is established for designing the media of an effective social movement. This design is expected to raise community initiative and assist them in managing pharmaceutical waste, preventing improper disposal in waste facilities and mitigating the circulation of illegal drugs and other adverse effects.

Keywords: *Visual identity, social campaign, media, pharmacy*