

ABSTRACT

The tree is one of the producers of oxygen are beneficial to humans and other living things. In day one tree can produce 1.2 kg of oxygen and oxygen normally a man in need of oxygen of 0.5 kg of oxygen per day. Besides the tree also has a myriad of benefits including flood control, water and restrain the rate of erosion, reducing the impact of global warming and many other benefits.

Accordingly, in 2014 to coincide with the general election, the tree is often used as a tool to campaign for legislative candidates. At the time of the campaign season, the roads around the trees framed the faces of the candidates certainly legislative. This of course raises an issue that is by putting up posters of candidates in a tree let alone by way of nailing, the tree will be stunted and will slowly die.

In ways that can be done to collect the data that will be useful as an ingredient in this design is the maker of observation and direct interviews kepihak-parties concerned such as the Department of Parks and Cemeteries especially Bandung city relocation section. In addition other data can also be obtained from books and the internet. Expected to accumulate these data will assist in the formation of a design appropriate to the target audience. The purpose and benefits of designing a media campaign is to raise awareness of the dangers of a successful team tacking posters of candidates in the trees and also invite all the community to work together to protect trees because trees are very useful for our survival on earth.

Keywords : Trees, Team Success, Elections