

## **ABSTRACT**

### **DESIGNING SOCIAL CAMPAIGN SWITCH TO PUBLIC TRANSPORTATION IN JAKARTA**

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Traffic jam problem in Jakarta has been going since a long time ago and become one of the city's identity. The cause is due to the imbalance between the growth of available city road and the growth of number of vehicles in Jakarta. At this time, the vehicle who passing the road is more increasing, while only a few roads have been built. If the growth of the vehicle's volume cannot be controlled, then Jakarta is predicted to undergo a total traffic jam in 2020.

One way to reduce the volume of vehicles on Jakarta road is to ask people use public transport. So far the Government of Jakarta not yet have a specific program to ask people to start using public transport. Therefore, considering the importance of this case it is necessary to design a social campaign to switch to using public transportation in Jakarta.

The methods that used in data collecting in this campaign design are observation, interviews, questionnaires, literature, and matrix comparative analysis. After collecting the data and do the analysis, it is known that it needed a design of social campaigns to persuade people to switch using public transportation in Jakarta.

We hope that with the design of this social campaign, people can realize the importance of using public transport, so they will use public transport for their activities.

The author hopes that this social campaign design can realize the importance of using public transit, so that they want to use public transport for their activity. If people prefer public transport, then indirectly the density of traffic flow due to the large volume of vehicles can be reduced.

**Keywords :** Traffic jam, Jakarta, Social Campaign, Public Transport