

***THE DESIGN OF THE CAMPAIGN RECONNECT TO REDUCE ITS
DEPENDENCE TOWARDS SMARTPHONES***

ABSTRACT

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Ignasius Handi. Designing a campaign to reduce the dependence of reconnect against smartphones is one of about answer in the information age. The technological advancement in terms of communication especially smartphones have a huge effect in terms of change in socialization. This occurs teenagers in Bandung. Most of their dependency towards smartphones can be said to be generations bowed. Get started with how to disconnect to connect in sence decided relationship with mobile connection and connect back with people and environment (reconnect).

Keyword : Smartphones, Dependency, Campaign, Visual, Generations Bowed, Reconnect.

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