

ABSTRACT

Sonevil, Ferry. 1401120103. (2016). *“Designing Social Issues Campaign of Haze in Riau”*. Final Project. Visual Communication Design Department. School of Creative Industries, Telkom University.

Haze is always be talked recently by community of Riau Province and ironically it happens every year, so the haze problem gives for impact of social, cultural, legal and health and international relations between among countries. The action of the government itself is still less of prevention or minimizing these situation occur every year. Then the haze problem occurs not only at individual companies, but also the above communities is who clear land by burning. Variety of data is obtained through qualitative methods such as observation, interviews and data respondents representing people affected by smoke exposure and officers to handle such disasters. To resolve the above problems, the solutions offered is by creating campaign to implementing zero burning methods in order to minimize haze every year.. The design of this campaign will make people around to apply zero burning and participate to prevent haze problem every year.

Keyword: Campaign, Social Issues, Haze, Riau.

