

Abstract

DESIGN OF SOCIAL CAMPAIGN INCREASE CHILDREN'S READING INTEREST THROUGH BAPUSIPDA IN BANDUNG

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Problem about children's interest in reading is a serious problem to be considered because it determines the progress of the nation. There are lots of media that had been discussed about children's reading interest in Indonesia. However, it is still remained low and doesn't have increased significantly. One of the factors is that reading activities has not been a primary need. West Java government efforts to increase the children's interest is establish a local library BAPUSIPDA (Badan Perpustakaan dan Arsip Daerah Provinsi Jawa Barat), library is equipped with children's reading room which is cozy and provides variety kinds of children's book. However, until now people haven't really maximized. It has been proven with the phenomenon visitors children who came to the library classified as a bit. To answer above the problem writer collecting data through a method as literature review, questionnaire to respondents, interview with related resource and observations. The author also analyze the comparison matrix towards another social campaign works and design theory that used in this design. Required participation in the school and parents to maximize the existence of the library areas in order to increase interest in reading child. From the data and analysis that carried out, the writer do of social campaign with goal of increase interest reading child through BAPUSIPDA in Bandung. This social campaign design will use creative concept called gamification, which take a benefit of merchandise usage for gathering children's attention to increase reading and borrowing activities in library. Design of social campaign use a creative concept. It is expected to the social campaign interest in reading the age of eight until twelve years in Bandung increased and a culture of reading since early.

Keywords : Children, Reading, Library, Social Campaign, West Java