

ABSTRACT

SOCIAL CAMPAIGN DESIGN FOR PEOPLE AWARENESS TO CIVIL REGISTRATION RECORDS IN REGENCY OF BANDUNG

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Record is an important document that is made to remind and to be pertinent parties' concrete evidence for administrative management. Each Stratum of society has role to manage records, such as saving and keeping the records. In some reality, there is lack of people's understanding about the important value of a record such as improper storage, and various kind of unpredictable disaster that causing record breakage, and losing the record. Moreover, the effort that has been done by Badan Perpustakaan dan Kearsipan Daerah Provinsi Jawa Barat through one unite car of public's records service has not give records management enhancement, particularly on civil registration records in Regency of Bandung City where the people have lack of conscious about the importance of having and managing civil registration records. Based on this phenomenon, there's need of social campaign design to give people an education about the important value of having a civil registration record and its management. This social campaign design can be held by observation, interview, and literature study through two kind of analysis methods such as SWOT Analysis and Comparison Matrix Analysis. Social Campaign design for people awareness to civil registration records is expected to give enhancement of people awareness about the record importance, and its management, so as the orderly records can be created.

Keyword: Record Management, Social Campaign, Civil Registration.