

ABSTRACT

An increasing number of elderly people is an indicator of national development achievement in various fields, but behind the success, a new challenge emerges in age-related health problems. In most cases, Alzheimer Dementia often arise as a prevalent disease to the elderlies. Nonetheless, only a few know and understand the symptoms and preventions for Alzheimer dementia, particularly when it comes to the early, productive adult age category, as they are expected to be the frontrunner candidate to fill the elderly stage in the future. Therefore, a social campaign about Alzheimer Dementia is needed to improve the life quality of target audience, and further prevent them suffering from the disease.

In this campaign, the author employs several data collection techniques, such as interview, questionnaire, observation, documentation and literature study. The comparison matrix is also used as a tool for analysis. The result are the design for mass media campaign, and motion graphics that meet the needs of the target audience for an information, education, and persuasion media. The advantages of this campaign are to improve public awareness regarding the dangers of Alzheimer Dementia in Indonesia, as well as to support the program founded by Alzheimer Foundation in Indonesia (ALZI).

Keyword: Alzheimer, Dementia, Eldery, Health, Campaign