

ABSTRACT

AYO NGAJI TIAP HARI CAMPAIGN FOR YOUTH IN BANDUNG

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Ayo Ngaji Tiap Hari is a community established in Bandung which aims an improvement the ability of reading Alquran for youth. As the country with the most number of muslim in the world, the percentage of disability in reading Alquran among muslim is still high and indirectly influences the quality of spiritual and moral of the nation. But until today, Ayo Ngaji Tiap Hari community still doesn't have visual identity in their campaign design which is very important to fulfill the goal of community and to increase the participation of citizen to their campaign. Therefore campaign design need to be created.

The campaign design includes logo, color, typography, character, and media emplementations. While media used includes social media which synergized with printed media. Data collecting methods used in this research are observation, interview, questionnaire, and literature study. Then those data analyzed with comparison matrix analysis results a conclusion in order to shape the concept of this visual identity and campaign. Hopefully this campaign can increase people's awareness of Ayo Ngaji Tiap Hari community existence and even attract them to participate the campaign of Ayo Ngaji Tiap Hari.

Keywords : Read, Alquran, Youth, Campaign, Bandung