

ABSTRACT
SOCIAL CAMPAIGN DESIGN
HUMAN TRAFFICKING AWARE IN BANDUNG

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Population density in Bandung city on 2011 reach up to 2.536.469 souls. The population density makes human resources on that area hard to get a job especially if the level of education that they owned are still minimum. Minimum of level education and zero skill that they owned, makes them easily accept job offer from stranger, especially the offer with high salary or anything that makes them feel interested. The ignorance society and less of awareness of human trafficking makes them easily influenced by the fake job offer. Less of socialization to society makes them don't know about case of human trafficking. Education of human trafficking will be needed by society so they can be always aware with what they do. Method that used to design this social campaign is interview to an expert person that related with instance that handle human trafficking, observation, study literature and makes questionnaire to Bandung society about human trafficking. The result of this campaign besides the message concept that try to touch the audience feeling, writer held a *human trafficking* socialization titled PADAM BANDUNG. PADAM BANDUNG is the acronym of “Waspada Human Trafficking di Kota Bandung”. By this campaign writer hope message that writer try to sent are well delivered by the audience. And also with the benefit that will get by society to always aware with human trafficking though it to friends, relatives, or family so that they can prevent act of crime that can take the freedom of human right.

Keywords : *Human Trafficking, Awareness, Sosial Campaign, Bandung*