

## ABSTRACT

Dandy Saputra, Bryan. 1401122323. (2016). *“Designing Of Campaign Strategy Preventing Extinction Of Sharks With A Case Study In Jakarta”*. Final Project. Visual Communication Design Department. School of Creative Industries, Telkom University.

*Many cases of shark hunting is happening in Indonesian territorial waters. It's leading to sharks population or species to extinction. Negative impacts caused by shark hunting are populations of species of sharks are endangered, disturbance in the marine ecosystem, and the health of the body. Economic factors and demands toward this sea predator is one of the causes of high rates of the shark hunting activities. Therefore means are needed to give the society knowledge about the impacts of shark hunting especially to the citizens of Jakarta, so they will decrease the number of consuming sharks and reminding each other, also supporting the prevention of shark extinction. Based upon the phenomenons above, we can conclude that planning a media campagne is needed. Where in the media, not only just giving information but also picturing small things from the activity of shark hunting using AISAS, a communication strategy approach. This media campagne plan intends to make people understand the benefit of shark's life and help in preventing shark's extinction.*

*keywords : Campaign, Sharks, Preventing Extinction.*