

ABSTRACT

FOOD SANITATION CAMPAIGN DESIGN TO OVERCOME FOOD POISONING DUE TO HOUSEHOLD CUISINE

Extraordinary Incidence Rate of food poisoning from household food in Indonesia is still quite high. Lack of knowledge and awareness of Housewife against the use of good and proper kitchen utensils against raw and raw foodstuffs causes cross contamination that triggers food poisoning. This case can be prevented by the holding of the Five Key Campaign of Food Safety. Using qualitative methods to find out how the right way in providing information to overcome food poisoning from household dishes and warn of the dangers of cross contamination. The design of this campaign aims to provide a new touch in health campaign so that cases of food poisoning can be overcome in a creative way. The result of this research is, social campaign conducted using integrated campaign model, utilizing various medium from conventional, non-conventional to digital channel, with main media in the form of event. It is hoped that this campaign model can help as an illustration for visual communication designers in solving similar problems.

Keywords : Social campaign, Advertising, Food Poisoning, Cross Contamination, Food Sanitation.