

ABSTRACT

VISUAL COMMUNICATION DESIGN OF MEDIA IN BLOOD DONATION CAMPAIGN

By

Muhammad Alfi Ramadhan

NIM : 1401130472

This research is motivated by blood donation problem. This problem showed by the lack of blood donation awareness, by the campaign hopefully it can be useful for many people, and helpful for PMI to reach target of blood donation. Based on that case, this research focuses on how to raise the awareness of the blood donation problem. The data collected through observation, literature review, questionnaire, and interview to a related person. From the data, the author designing and deciding the concept for the social campaign. Besides, this research is also aimed to give information and direction of the criterion as an ideal donator. So the program can give benefits to the author and the reader. The social campaign held around Bandung Town Hall. By this final task design, hopefully the awareness of blood donation importance can be enhanced for the people.

Keywords: Blood donation, social campaign, visual communication media