

## **ABSTRACT**

*Currently football has been the most popular sport in the world, as well as in Indonesia. Football is not only about sport or a game, but football becomes an entertainment industry for the community. Supporters have an important role in the football world. There are a lot of impacts that can be felt by the presence of supporters, it can have a good impact on the club but it can also have a negative impact. One of the most harmful things caused by supporters is a riot that often occurred inside or outside the field. The phenomenon of this supporter rivalry has been transformed into a very disturbing social problem. One of the conflicts between football supporters in Indonesia which is often become a highlight is a conflict between Bobotoh and The Jakmania. The most frequent occurrences that happen are riots and anarchist actions when Persib and Persija meet in one match. Therefore, in helping to create the peace from the both sides its needed an approachment to the both side of supporters. The effort of designing a social campaign which using a form of Visual Communication Design is considered appropriate. This campaign is packed in a unique, interesting, and without even concerning one party supporters, which calls to change the bad habbit for the the improvement of Indonesian football. The design of this campaign is using SWOT and AIDA analysis methods to find out the shortage and advantages of the designed media. Data obtained through questionnaires given to the Bobotoh or supporters of Persib Bandung and through interviews to some relevant parties as sources, and literature studies. The media used will go through several stages, first by using posters and other supporting medias for attention, produced merchandise as interest, and social media account instagram as desire, so that in the end it will create an action on Bobotoh to be able to understand the campaign message and eliminate the criminality on rivalry in the world of Indonesian football. This social campaign aims to raise the awareness of supporters of its crucial safety and comfort in the football world and replace the negative rivalry with a positive rivalry competition.*

**Keywords:** Social Media, Rivalry, Campaign, Football.