

ABSTRACT

CAMPAIGN DESIGN USE SOFTLENS WITH GOOD AND CORRECT

The incidence of eye irritation due to softlens case is quite a lot. Lack of public knowledge due to the selection of any softlens make the occurrence of eye irritation due to softlens still occur. Case cases of eye irritation due to the use of softlens can be prevented by the campaign Softlens Danger. With qualitative methods, many ways can be used to inform target audiences to provide knowledge and increase awareness of the hazards of softlens. The absence of a campaign that addresses the dangers of softlens before, then the public will get new knowledge about softlens. The design of this campaign will be designed creatively so that people will be more interested to follow the campaign. The results of this study is a health campaign that will use some media as a means penyampain message. Media used in the form of conventional and digital. It is hoped that this campaign can help solve the problems that occur in this community.

Keywords: health campaign, softlens, eye irritation.