

ABSTRACT

Depression decreases the quality of life of a person. Elderly is especially vulnerable to the risk of suffering from depression due to changing factor which does not happen to the other age groups. Besides, elderly also faces a risk of getting misdiagnosed and receiving lack of treatment because some of their depression symptoms are similar to the other illnesses, medications, or social changes. The lack of media which is used in social campaign causes lack of understanding from the people about depression on elderly. The design of this visual media campaign aims to the people living in Bandung which is one of the city in Indonesia with high population. The design of this campaign uses qualitative methods; interview, observation, questionnaire, library research, and digital library research. After compiled through qualitative method, the data is analysed using comparative matrix. The products of this media campaign visual design are Poster, X-Banner, Flyer, Brochure and Social Media (Digital Poster). This design aims to give knowledge about the preventive action towards depression on elderly through family support using social campaign visual media which is based on visual communication design.

Keywords : Prevention of Depression, Elderly, Family Support, Visual Media Social Campaign