

## ABSTRACT

*Telkom University still found their students who can not complete the study program at the recommended time of three years for Diploma and four years for Bachelor. Based on data obtained from Academic Telkom University, the number of students with the graduation year of 2015 is 1,341 graduates, the graduation year of 2016 is 1,236 graduates, and with the year of graduation of 2017 is 1,377 graduates who complete the study exceeds four years or the recommended time study limits. Data collection techniques in this study using interviews, observations, questionnaires and literature study while the main segmentation of this campaign is all active students of Telkom University and Lecturer of Telkom University. With the aim of increase the awareness and spread information to students and lecturers of the importance of graduate on time. Visual media is an appropriate tools of communication to convey information, attract attention and increase awareness for students to pass on time to students. Media campaigns used for this final project include posters, infographics, flyer, brochures, X-Banner, and ambiance media.*

*Keywords:*

*Social campaign, Graduation, College Student*