

## **ABSTRACT**

*This design aims to educate and reduce the use of illegal cosmetics among women in Bandung. According to Chamid (2010), the people of Bandung have mercury levels <5 ppm Hg due to illegal use of cosmetics. With quick results and glowing white, illegal creams with dangerous chemical contents are very easy to buy and consume. From data collection techniques to the audience of women aged 18-25 years with a tendency to use cosmetic products as much as 47% and they do not know the dangers arising from the use of cosmetics. There are data from BPOM that support (Food and Drug Examination Agency) that found an increase in the discovery of illegal cosmetics in online shops and retail stores in the city of Bandung itself in 2015. Effects that can be caused can be peeling, redness, skin cancer and failing. kidney. The method used in this campaign is the AISAS design method that has the translation of Attention-Interest-Search-Action-Share to convey an ideology or message to the target audience. The results of the design in the form of a campaign with organized media ranging from brochures, ambient media, digital posters that will lead the target audience to come to the main event of this campaign. At the event, the collection of illegal cosmetics or not with BPOM number up to a face filter to check the levels of toxins in their faces. The target audience will also get hampers from local brand sponsors who work with us as an appreciation for participating in this campaign.*

*Keywords : Social Campaign, Illegal Cosmetics, Campaign Strategy*