

ABSTRACT

According to Sudirman Said, ESDM minister, Makassar City is one of 20 large cities in Indonesia that consume large amounts of electricity. 93% of the biggest electricity users come from the household sector. The increase in population every year also causes an increase in the use of household electricity. This causes the supply of electricity to be centered only on Makassar City so that many areas around Makassar City have not been able to enjoy electricity as a whole. This has an impact on the daily activities and activities of the community and therefore, with the MANYALA Campaign which has the main goal of inviting the public, especially the people of Makassar City, to be wiser in using electricity so that electricity can be enjoyed together. This research is a qualitative research using data collection methods such as interviews, observation and literal studies. The results of this study are creative media such as posters, instagram teasers, snapgram stories, installation of interactive game play. The conclusion of this research is expected to be able to invite the public to be more wise to use electricity so that electricity can be enjoyed onwards.

Keywords : campaign, Makassar, using electricity wisely, social media