

ABSTRACT

Asthma or asthma is a long-term chronic disease characterized by constriction and inflammation of the respiratory tract, causing shortness of breath. In Bandung alone, according to data from the Bandung City Health Office in 2017, the number of cases of asthma was 8,333, with 68 cases of death. In 2018 cases of asthma increased to 12,332 cases, of which 127 cases resulted in death. This problem arises because of the lack of education and information to the public about the causes, ways to prevent and overcome asthma, it is necessary to design a campaign that provides education and solutions on how to overcome asthma to the target audience. To be able to design campaigns and the media used, observations, interviews and literature studies are used as a method for obtaining data that is used as a concept for the creation of his work. Campaign theory, visual communication design theory, communication theory and communication strategy theory in campaigns are used to help design the 4P campaign strategy. After obtaining various data, the resulting advertising strategy is in the form of logos, taglines, mascots, posters, leaflets, social media, ambient media and TVc advertisements. Where with the design of a campaign strategy to overcome asthma with 4P, the wider community can find out the dangers and effects of asthma and know how to overcome them, so that the impact on the decline in patient numbers and deaths from asthma.

Keywords: campaign, asthma, 4P, health, disease