

ABSTRACT

DESIGN OF SOCIAL CAMPAIGNS ABOUT THE HAZARD OF SMOKING WHEN DRIVING IN BANDUNG CITY

The number of traffic violations in Bandung, especially smoking while driving, totaled 19 thousand offenders in 2018. The lack of awareness and concern for motorists who smoke has a very fatal impact on themselves and the surrounding drivers. Various impacts such as increasing the risk of accidents, distracting concentration, and can cause eye irritation to blindness if exposed to flying cigarette ash. These unwanted events can be prevented later by the Danger of Smoking While Driving Campaign. Qualitative methods are used to find out the right way how to provide information on the dangers of smoking while driving for yourself and other drivers. The purpose of designing this campaign is to provide a creative form in social campaigns so that the problem of smoking while driving can be reduced. The results of this campaign are in the form of an integrated social campaign, using various media such as print media and digital media, with the main media being live streaming podcasts on youtube. It is hoped that this campaign model can be used as an example, illustration, and help visual communication designers solve similar problems.

Keywords: *Social campaign, Danger of smoking while driving, Cigarette ash/ember, eye irritation.*