

ABSTRACT

Radicalism is an understanding that has begun to spread in Indonesia, including in the campus environment. This understanding can be detrimental because it leads to violence and coercion. The beginning of this understanding that can arise in an individual is from intolerance which can lead to an exclusive attitude. The level of intolerance in Bandung is still high. The figure reaches almost half of Bandung youth. This can endanger the individual himself or others. Because with the high rate of intolerance, the risk figure for being exposed to radicalism can be said to increase. Yet one solution is to understand the differences. By understanding the differences it can encourage increased tolerance in Bandung. But unfortunately the spread of knowledge on this subject is still not evenly distributed among individuals who need it. Judging from the phenomena that have occurred, this study intends to design a campaign to increase the inclusive attitude of Bandung youth to reduce the risk of being exposed to radicalism. This study uses qualitative methods as data collection and the SWOT method to see comparisons with similar campaigns. From this research, the results obtained are the design of social campaigns with the main media game applications so that the messages conveyed are expected to be accepted by Bandung youths easily and pleasantly. So with this research it is expected that the percentage of the number of inclusive attitudes in Bandung will increase and the percentage of the number of exclusive attitudes will decrease.

Keywords: Radicalism, Exclusivism, Inclusivism, Social Campaign