

ABSTRACT

Climate change has become a major concern of various sectors at the international, national, regional, and even local levels. The occurrence of climate change can cause rainfall and extreme climate events, rising air temperatures, droughts and rising sea levels that can affect many sectors in Indonesia. However, the level of public awareness and knowledge of the bad climate change is still relatively low. The use of public communication can increase public awareness and participation in climate change adaptation and mitigation actions can be realized in various ways, one of which is by conducting campaigns to the community. The research method that will be is qualitative. The end result of this research is that the implementation of social media campaigns in increasing awareness and insight about climate change in Indonesia raises positive aspects starting from changes in people's lifestyles and produces good awareness. The purpose of this research is to create a design and unique message in digital media that focuses on raising awareness of Indonesia's future climate change.

Key Words: Awareness, Education, Climate Change, Digital Media, Social Campaign