

ABSTRACT

The growing elderly population in Indonesia demands greater attention to their welfare and care, especially amidst social challenges such as the lack of public awareness regarding the importance of nursing homes as proper and humane places. In Bandung City, although Regional Regulation No. 2 of 2021 on Elderly-Friendly Cities has been enacted, many cases of neglected elderly individuals are still found. Study purpose for design effective social campaign strategy for raise awareness and shift public perception of the (PSTW) Budi Pertiwi as a dignified and empathetic elderly care solution. The strategy is based on persuasive communication using an emotional approach through print and digital media. Furthermore, the campaign planning follows the Ostegaard campaign model, which includes the stages of identification, legitimacy, participation, penetration, and distribution, to ensure that the campaign messages are delivered strategically and gradually. Research utilize qualitative design, also data collection way for example observation, literature review, also interviews. Campaign is expected to foster empathy, encourage behavioral change, and create emotional and social engagement with the issues of elderly care and the role of nursing homes as positive and worthy places for the elderly to live their later years.

Keywords: Elderly, Nursing Home, Social Awareness, Campaign.