

## **ABSTRACT**

The history of the creation of Lampung script is derived from the development of Devanagari script or Palawa alphabet originating from South India region, Lampung province is one of several province in Indonesia which has its own alphabet. Because not all regions in Indonesia have an own script, but today Lampung script becoming obsolete for use by the public, especially in the Metro city. The method used in this research is a qualitative research method because it relies on natural background holistically human position as a research tool, inductive data analysis, more concerned with the process than the result of research conducted and agreed upon by researchers and research subjects. The analysis result obtained from this research is the need for a campaign that aims to attract back people's interest in the Metro cities, especially children not to hesitate longer use Lampung characters in their daily lives. With the right campaign strategy in attracting people, especially the children can certainly be able to increase the percentage of success of this campaign.

Keywords: Campaign, Lampung Script, Preservation, Children, Strategy.