

ABSTRACT

DESIGN OF BIPOLAR DISEASE EDUCATION CAMPAIGN IN BANDUNG

Bipolar disorder is a psychiatric disease that is troubling emotions for the sufferer. Which the emotions are so difficult to control, that in some case, the sufferer need someone for helping to control it. Recently the people view on them are quite bad, they have to take a risk are often thrown from social world. In qonsequence, this can worsen their condition. The worst effect is they can blame themselves and they feel so blame that suicide will be the best solution to end up the suffer. This bad view arises, because of many people still do not understand about bipolar disorder. Therefore, it takes a social strategy design campaign to educate the public about bipolar disorder. The method of this thesis structures are observation, literature, and also interview. The audiences of it target are teenagers, as the primary target which are having high routines and young adult as the secondary. The data were analyzed using SWOT analysis and AOI analysis to know the data about the target audience. The author found a solution by creating application BIPO as integrated media campaign with other media, such as poster, billboard and website. This application contained information about bipolar disorder. Media application as main media and also visualization using photography as deemed suitable according to the messages to be delivered as well as the intended target audiences.

Keyword : *Campaign, Education, Bipolar disorder, Bandung, Application/Mobile apps.*