

## **ABSTRACT**

### **SOCIAL CAMPAIGN DESIGN OF ANTI CYBERCRIME FOR CITIZEN**

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In our country, technology is developing rapidly, especially in a cyberspace or internet as we know it. The creation of the Internet originated from technology of computer, network, applications, contents, etc. There are many positive impacts of the Internet itself, for example we easily get information such as news, business, education and so on. But, there is also negative impact of internet. One of them is cybercrime. Cybercrime is an unlawful act by utilizing sophisticated computer technology based on the development internet itself. It is a dark side of technology's advances, that brings uncountable loss of both government and citizen such as loss of personal data on computers, the disruption of the data in computer system, and forth. In the perspective of regular citizen, cases like hacking, phishing, ransomware, etc. are not as strange as they used to. However, there is no effective social campaign that will fight against cybercrime yet, because most of these regular citizens are not aware about cybercrime. Based on the phenomenon, a design about social campaign for educating about the danger of cybercrime and how to anticipate the future cybercrime cases is needed. The methods on making the design of this social campaign are interviews with a trusted informant/source, questionnaire, and literature study by using comparative matrix analysis method. Thus, the final design of anti-cybercrime social campaign is expected to raise public awareness about the dangers that it beholds, and to be more cautious while using the internet.

*Keywords: cybercrime, social campaign, internet*