

ABSTRACT

Indonesia has passed the crisis of literacy, although the challenge faced today is the low interest in reading. This is related to UNESCO research in 2012 which is the habit of reading the Indonesian people is on the number 0.001 which means only 1 of 1000 people in Indonesia who read. It is influenced by various interrelated factors and many efforts have been made by the government to increase reading interest of people in big cities. Bandung is one city with a lot of people and the public attention to the problem of reading interest. This social campaign activity is done as a solution to the problem of low interest in reading. This design uses qualitative methods in data collection ie; Observation, interview and literature study after that the data in the analysis through the observation of the target audience and SWOT (Strength, Weakness, Opportunity and Threat) After that the suitable communication model is Faced Model of Effect and after fund the strategy, campaign messages containing the invitation to parents in the city of Bandung to do storytelling activities "Kini Mendongeng Kelak Membaca" became the name of the campaign to be implemented in Bandung.

Keyword : Social, Campaing, Reading Interest, Fairytale.