

ABSTRACT

VISUAL MEDIA DESIGN REGARDING HEPATITIS B AND ITS PREVENTION (IMMUNIZATION) CAMPAIGN

The Hepatitis B case in Indonesia according to the data is quite a lot so it is often referred to as the silent killer. Lack of public awareness and information about Hepatitis B is still very lacking, so it is very necessary to have a campaign on Hepatitis B and its prevention (immunization). Likewise, the not yet optimal campaign media has made people get new experiences in delivering information about Hepatitis B with interesting media. The author will design a visual media campaign that aims to provide information about Hepatitis B and its prevention (immunization). The research uses in accordance with the established research methods, namely by interviewing, distributing questionnaires, literature studies, and comparison matrices. The results of this study are a health campaign that will use several media as a means of delivering messages, including digital and conventional media. The existence of this campaign is expected to help resolve the problems that occur at this time.

Keywords: health campaign, Hepatitis B, immunization