

ABSTRACT

***THE DESIGN of SOCIAL CAMPAIGN MEDIA for SAMARINDA SARONG
PRODUCTS for YOUNGER GENERATION***

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Among the younger generation, Samarinda Sarong products are still less used and less preferred. Currently Samarinda Sarong products are only used as trousers when praying except in the city government institution which is used as a uniform. Nowadays, Samarinda Sarong products are modified into fashion products such as shoes, bags, accessories, party clothes, casual clothes, hats and so on. Therefore, socialization continued through several events designed by the Samarinda City Tourism Office. Cultural influences from abroad are also the reason for the lack of interest in sarong products, because sarongs are considered old fashion and not fashionable. This design was carried out to change the opinions of the younger generation regarding the Samarinda Sarong that looked old fashion. Then designed with a strategy that is better, interesting and can be used by all people, especially the younger generation. The method that being used is collecting primary and secondary data, which includes interviews, observations, questionnaires and literature. For the analysis using data analysis methods that include SWOT, STP and matrix. This design was carried out to create a sense of love for local products in the area of Samarinda, also could be informed to young generations that the Samarinda Sarong becomes the lifestyle young generations.

Keywords: Youth Generation, Sarong Samarinda, Lifestyle of Teenager