

ABSTRACT

The Endowment Fund is an investment fund formed by institutions where there are periodic withdrawals that are used for certain operations or purposes. In Indonesian, the Endowment Fund called *dana abadi*, is a means of continuous investment whose results are used for non-profit purposes such as: assistance for victims of natural disasters, environmental preservation, religion, culture, education, and other non-profit purposes. Awareness that in order to maintain the achievement and reputation of Telkom University in the future requires greater costs, and this cannot be charged to the tuition fee alone. Therefore, endowment funds are needed from sources such as Alumni, Telkom officials, or corporate. However, Telkom University's Endowment Directorate is still lacking in information and benefits from the endowment, so this has not been recognized by all Alumni, so there needs to be a Campaign about Telkom University Endowment. Data collection techniques in this study used interview techniques, observation, questionnaires and literature while the main segment of this campaign were all Telkom University Alumni. With the aim of increasing awareness of Telkom University Alumni about the importance of the Endowment Fund. Visual media is the right means of communication to convey information, attract attention and raise awareness and concern about Alumni Endowment Fund. Campaign media used for this final project include posters and infographics.

Keywords: Endowment, campaign, alumni