

ABSTRACT

THE DESIGN OF ANTI-VIOLENCE AGAINST WOMEN PROMOTION MEDIA

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Violence occurs frequently against women, sometimes even that happens for trivial reasons. According to CATAHU from Komnas Perempuan, the amount of violence against women in 2019 has increased from year to year. Many victims of female violence did not report this due to the lack of knowledge of the women's protection institution existence.

DP2KBP3A is a government agency that organizes regular Anti Violence Against Women awareness program every year. However, this event has a low success rate because the promotional media is ineffective and not on target, so only a few people who come to this event. In designing this promotional media the writer uses observation, interview, and quisionnare as a method. Theories who used by writer is design theory and promotion theory. The writer will design a promotional media of Anti-Violence Against Women

Keywords: Media Promotion, Violence Against Women, Women's Protection Institution