

ABSTRACT

'Vertical Residential for Millennials' Education Campaign Design

By:

Salsabila Puti Dalesa

1601184383

The thick culture of living in the city of Jakarta has made people, especially millennials, skeptical of vertical housing. Instead, they prefer to live on the outskirts of Jakarta so that they can rent or repay a landed house rather than living in a vertical residence in the middle of the city. The reason they underestimate vertical housing departs from the mindset that a landed house is an ideal residence for millennials. Therefore, this problem needs to be taken seriously and needs to be addressed as soon as possible because the land in Jakarta is getting narrower and property prices are increasing. To educate and socialize the benefits of living in vertical housing to millennials in Jakarta, a campaign strategy is needed. Moreover, no campaign with a similar topic has been conducted before by other institutions or organizations. The method used for this research is a qualitative method, while the analytical model used is the Facets Model of Effects. The result is a design of campaign activities in the form of mass communication media, digital media, and print media which will be implemented within 2 months.

Keywords : campaign planning, education campaign, millennials, vertical housing.