

AIESEC ORGANIZATION CAMPAIGN
FOR VISUAL COMMUNICATION DESIGN STUDENTS
IN UNIVERSITY OF TELKOM

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ABSTRACT

Leadership is one of every individual needed, especially during late adolescence or students, because at this phase teenagers have a striking intellectual change. One of the challenges in leadership development is students lack of interest to join an organization. Beside that, lack of socialization on campus that can help students to choose the type or what kind of organization is also an obstacle for students to be able to choose an organization that can help them to hone their leadership skills. AIESEC organization selected as the research object because this organization consist of students who are required to be able to develop and have been demanded to enable leadership skill in themselves and students in University of Telkom as the target market itself.

This final project aims to create and design a campaign to increase the interest of students in order to join and actively be in a campus organization and to introduce the organization AIESEC as one of student activity unit at the University of Telkom as well.

The method used in this thesis is a qualitative research method. Data obtained by interviewing two (2) respondents who are members of AIESEC and to 22 respondents who are students at the University of Telkom on their freshmen and sophomore years. The technique of analysis is using creative strategies of AISAS.

Keyword: Leadership, Organization, Students, Campaign.