

ABSTRAK

Traffic problems is one intractable problem. Number of traffic accidents in the city of Bogor is still quite high. One was a traffic accident at the age of teenagers who ride motorcycles. Traffic accidents are generally always starts from violations committed by drivers and one of them is violated markings and road signs. Hence the need for a campaign which aims to encourage motorists motorcycle adolescence to comply with traffic regulations. The method used in this study is a qualitative method approach emotionally to know how that teens can obey traffic regulations. Media used in this design is that in the public service ads put on a microsite with a function that adolescents get about fellow bikers and stay in touch with each other until the one family at the time of driving up according to the message. The benefits to be obtained from this design is that it can reduce the deviation of the air traffic ethics that motorcyclists among adolescents can understand the importance of ethics air to reduce the level of violations in the city of Bogor.

Keywords: Campaigns, Ethics, Youth, public service ads.