

ABSTRACT

Social media Facebook basically useful to establish a relationship to an old friend, Facebook is also widely used by people in Indonesia, one of the teenagers in the Bandung city. But awareness of youth will be wise in using Facebook in the city is still lacking, it can be seen from the number of victims of crimes of social media that afflicts teenagers in the city. If the teen does not go wise in using the social media Facebook certainly victims of crime that originated from social media will continue to grow, especially for teenagers in the city. The method used to obtain the data that is by questionnaires, interviews and literature studies. This design uses the analysis 5W + 1H (What, Who, Why, When, Where and How) that deepened with SWOT (Strong, Weakness, Opportunities, Threat) to realize the positive impact of this campaign. Thus produced a social campaign concept summarized communication with the tagline "Your life road is not up-mu" and the media used in the design of this campaign is Video, Website, Comics, Pop Ads and other reminders media. Through this campaign is expected to teenagers in the city in order to be wise in using the social media Facebook.

Keywords: Social Media Facebook, Wise, Crime, Social Campaign