

ABSTRACT

Paper is a tool that is needed by people in order to communicate. Through a paper people can get and obtain as much information as needed. The increasing use of paper in the community make paper consumption become less good, such as the distribution of brochures in the malls and other public areas make use of paper become redundant.

Therefore, one way to convey or wisely inform people in paper consumption is through a social campaign which presented as social event. Nowadays, Social Events become one of the events which likeable and acceptable among the community. Methods used in this research is the qualitative method where the use of this method understand the existing social phenomenon from the perspective of the participants.

At this Social Event there will be introduction to a website that contains various types of information like brochures conventional as well as by using the website makes it easy for people or community to access the information needed anytime and anywhere with your smartphone or gadget that they have and do the donation tree seeds to indonesia of natural forest with carried a message do not let paper eliminate our tree .In the end it is expected the community or disseminators brochures industry it could be more wise in the consuming paper and use the digital media as an alternative to mengurangi the use of paper .In the end is expected the community and industry disseminators brochures can more wise in the consuming paper and using digital media as an alternative to reduce the use of paper .

Keywords: Paper, Campaign, Digital, Event, Bandung City.