

**THE DESIGN OF A SOCIAL CAMPAIGN AGAINST CERVICAL CANCER
PREVENTION OF ADOLESCENT WOMEN IN JAKARTA**

ABSTRACT

Cancer is a disease that can be deadly to human. In Indonesia occurred more or less as much as the person with the biggest case of 330,000 is cervical cancer. The times currently change the behavior of the adolescent women especially in Jakarta. Smoking, having sex at a young age, having many sexual partners, HIV/AIDS and the use of vaginal douching greatly influences affected by cervical cancer. Cervical cancer can be prevented through early detection papsmear or visual inspection with acetic acid (IVA), and Human Papilloma Virus immunization (HPV). HPV immunization is a primary prevention of cervical cancer can be done starting from the age of 9 years. But there are still many teenage women who haven't learned the prevention of cervical cancer through immunization HPV. In this design, the method of data collection method using observations to the Ministry of health of Indonesia, interview experts cancer and campaign, the results of the questionnaire and the study of the literature. The result of the design is to make the HPV vaccine injection program roadshow and designing the medium. Media used in the form of animation, posters, x-banners, brochures, booth, photobooth, ambient advertising, clothing and merchandise (fan, sticker, bag pads, tumbler, goodiebag). The design aims to provide knowledge of the adolescent women in the city of Jakarta about cervical cancer prevention information through the HPV immunisation with social campaign based visual communication design.

Keywords: social campaigns, cervical cancer, adolescent women, HPV vaccine