

ABSTRACT

THE DESIGNING OF FREE CAMPAIGN OF CERVICAL CANCER FOR YOUNG WOMEN IN BANDUNG CITY

Cervical cancer became one of the leading causes of death in women in Indonesia. Cervical cancer survivor numbers in Indonesia are still classified as high. Lack of knowledge and understanding of the people especially women against cervical cancer prevention and healthy living patterns of unhealthy triggers cervical cancer. Cervical cancer can be prevented as early as possible by doing the HPV vaccine. The design of this campaign aimed at teen Lady mempersuasi so do the HPV vaccine as early cervical cancer prevention and healthy living patterns do mempersuasi. The campaign is using the kualitataif method. The results of this research are social campaigns using various media by leveraging both conventional media, non-conventional, digital, and websites into mainstream media.

Key words: HPV, Cervical Cancer Vaccine, women, social Campaigns.