

ABSTRACT

Interest and concern towards TOGA (Family Medicinal Plants) is still considered very low, especially in the younger generation. With the campaign "Boga Toga Jaga Raga", is expected to overcome the problems that occur. The campaign was made with a target audience, namely the family of the young generation and located in the city of Bandung with the reason that the city of Bandung is one of the big cities that has little green land so the Roof Garden method needs to be introduced. This method is able to cope with exploiting narrow land in urban areas. The campaign will focus on educating and inviting people to get to know the various types of TOGA and how to use them in their daily lives. The "Toga Jaga Raga" campaign uses the strategy of Facet model effects in its application. The main media in this campaign is the event. The supporting media are flyers, banners, social media content, digital posters, and merchandise.

Keywords: Campaign, BogaToga Jaga Raga, (TOGA) Family Medicinal Plants