

## ***ABSTRACT***

### *Designing Campaign Cassava As Food Alternative Consumption*

*Cause of a lot of rice consumering in Bandung, the government have to do food divertification. As one of region which don't consume rice is Cirendeu village where the society consumed local food such as cassava that not contained sugar, so it's good for diabetes disease. However, it needs a campaign about cassava as one as food alternative in Bandung by using qualitative method as research procedure that conclusion descriptive data such as mouth word or writing, managing data such as literature studies, field observation, and interviews. The concept of this final project is designing campaign cassava as food alternative consumption. The importance of this campaign in Bandung hopes to be a starter for long effect to society more care to their helathy as their long investment every human.*

*Keywords : cassava, campaign, food alternative.*