

ABSTRACT

'HAJI PINTAR' APPLICATION CAMPAIGN

Seeing the many issues concerning Hajj and Umrah from year to year, Ministry of Religious Affairs felt the need to develop an application that can be operated using a smartphone named 'Haji Pintar'. This application contains guidance and information for conducting the pilgrimage in the holy land. However, the lack of media information from the parties involved in the socialization of the application 'Haji Pintar', it makes many people who don't know and use application 'Haji Pintar'. So that, it takes effort in designing a campaign that is making a campaign strategy and media. The design of this campaign is to introduce and deliver application functionality 'Haji Pintar' through the appropriate message. The way to know the strategies and media campaigns effectively in delivering the message is through qualitative methods by interviews, observations, questionnaires, the study of literature, SWOT analysis, AISAS, and AIO. It would also require Visual Communication Design theory, the campaign theory, media theory, the theory of development of the internet, the theory of Hajj and Umrah. Designing a campaign is aimed at the target age of 25-50 years who lived in Jakarta with middle to high income. The results of this campaign are design motion graphic from as well as several other supporting media to direct or influence the attitudes and attract the attention of the target audience to the media intended that application as a primary solution of the problems of the target audience.

Keywords: campaign, Hajj and Umrah, the application 'Haji Pintar', Jakarta