

ABSTRACT

SMART RIDING SOCIAL CAMPAIGN DESIGN FOR HIGH SCHOOL STUDENTS MOTORCYCLE USER IN EFFORTS TO IMPROVE CROSS-ROAD SAFETY IN BANDUNG

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Motorcycle is a means of transportation that is widely used by the people of Bandung, especially students. Students often violate the applicable traffic rules. Which resulted in traffic accidents. With the large number of accidents due to these violations, the loss of life and material suffered by the victims. The purpose of this study is to design a social campaign on smart riding for motorcycle users in Bandung, especially students. Data collection by interview to resource person, literature study, direct observation and questionnaire to respondent who can represent target audience. After obtaining the data, the authors do the design of social campaigns applied to social media and Google Display Network media. This social campaign is applied to learners to better know how to use a good motorcycle.

Keyword : Traffic, motorcycles, students, campaign