

ABSTRACT

Study Visual Warning Message of Campaign Littering in Bandung City “Sayang Bandung Version”

Public service announcements in the media ban littering typically use assertive and negative sentences. It does not seem to have a significant impact to the society. A large pile of garbage on roadside in Bandung. it makes Bandung city government launched a campaign inspired a movement to love the city of Bandung. Sayang Bandung is a campaign promoted Bandung city government, comes to the concept of emotional appeal so that the community can easily understand the message and to change the behavior of littering becomes dispose of waste in a right place. This research is used to find out the meaning of visual message and perception of Society of Bandung city in campaign billboard Sayan Bandung. the Methods in this research is using qualitative methods with data collection through Interviews, Questionnaires, and Literature Studies. The results of the research are (1) The meaning of visual message in the first version gives the impression of romantic, while in the second version gives the impression of strength, which each version of delivered the message so that the society of Bandung city keep the garbage in its place, (2) The society is interested with the element of humor on The billboard campaign Sayang Bandung because it has an easy to read the message and they have also throw the garbage in its place after viewing the media. The conclusion is that not all media bans contain negative words and firm sentences, making society not feel bored with the unusual ban signs as usual.

Keywords: Campaign, Billboard, Sayang Bandung, Trash.