

ABSTRACT

Supendi, Yulfian. 2022. Director of Photography Public Service Announcement about Covid-19 Vaccines in West Bandung Regency. Visual Communication Design Study Program. School of Creative Industry. Telkom University, Bandung.

The importance of the Covid-19 vaccine during this pandemic to prevent the spread of the Covid-19 outbreak. The lack of public knowledge and information about the Covid-19 vaccine. The vaccination target has not been achieved in West Bandung Regency. In this design the author uses a qualitative descriptive method where the author can reveal facts, phenomena and circumstances that actually occur. So that it gets accurate and relevant results. Based on the results of the study, the use of public service advertisements is fairly effective in conveying a message to the public. Moreover, it uses social and cultural aspects so that it is more relevant to people's lives. The government should be more aggressive in issuing various types of public service advertisements that are creative and can attract people's attention.

Keywords : “Covid-19 vaccination”, “ Public Sevice Announcement”, and *Director Of Photography*