

## **ABSTRACT**

*Ilham Ramadhan, Muhammad. 2021. Director's public service advertisements about the importance of Covid-19 vaccination in West Bandung Regency. Final project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom university, Bandung.*

*Covid-19 vaccination is injection activity to a group community injected by antigen fluid became antibody from a virus deployment. However, there are multiple community or groups still nervous to Covid-19 vaccination, so that implementation of vaccination is not complete. There are a reason why the public still nervous to vaccin, because there are negative news about Covid-19 vaccination. This matter is strengthened by study using qualitatif method, when the data got from interview with vaccination organizer, directly and indirectly observation, and quisioner. So that the role of public service advertisement by title "Kebaikan Bersama" will used in overcome this phenomenon. The function of public service advertisement designed is a give information about the importance Covid-19 vaccination for self and other people. In this thesis there are how the director's in producing public service advertisemet about the importance Covid-19 vaccination. Director's in producing public service advertisement to tell from pre production (story script choise), production (shooting) and, post production (image editing process)*

*Keywords: Covid-19 Vaccination, Public Service Advertisement, Director's*