

ABSTRACT

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Covid-19 vaccination is one of Indonesian Government's effort in establishing herd immunity in the community. In its execution, some problem rises and hinder the target to be achieved, one of them is people refusing to be vaccinated. The purpose of this this thesis is to design the production design of public service announcement regarding public participation in Covid-19 vaccination, specifically in West Bandung District. This research was conducted qualitatively. The output of this thesis is the production design of public service announcement regarding Covid-19 vaccination.

Keywords: “Covid-19 vaccination”, “setting property”, and “production design”