

ABSTRACT

VIDEO CAMPAIGN DESIGN "Udah Ya, Cukup" AS ONLINE GAMBLING PREVENTION AWARENESS MEDIA FOR TEENS 15-21 Years

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The design of a campaign video as an awareness medium to prevent online gambling for teenagers aims to increase awareness among teenagers regarding the negative impacts of online gambling, which is becoming more prevalent in the digital era. The phenomenon of online gambling has become a social issue that negatively impacts the lives of teenagers, especially those aged 15-21, who are a vulnerable group to the influence of online gambling advertisements on the internet and social media. This campaign is designed using the AISAS approach (Attention, Interest, Search, Action, Share) to attract attention, build interest, encourage further information search, promote positive action, and share information with others. The research method used is descriptive qualitative, analyzing online gambling advertisements found on social media and the internet. In the design, visual and narrative elements are combined to create an effective, relevant campaign video capable of motivating the audience to avoid online gambling activities. The research results show that a structured, research-based campaign strategy can have a positive impact on raising awareness among teenagers about the dangers of online gambling while also offering preventive actions and education.

Key words: Campaign, Online Gambling, Teenagers, Teenagers, AISAS, Awareness

References :

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