

ABSTRACT

Designing a Media Campaign About COVID-19 Vaccination for Adolescents on Haruku Island Ambon

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Coronavirus is a very dangerous pandemic disease outbreak and has been hit by all countries today, including Indonesia. Every effort has been made to suppress the increase in the number of COVID-19 cases. Until now, vaccination is believed to be a weapon to reduce the spread of the Corona Virus. In order to break the chain of spread of COVID-19, Indonesia is aggressively conducting social campaigns for all ages, especially teenagers. Teenagers are one of the targets that must be vaccinated immediately in order to create herd immunity. However, many adolescents refuse to be vaccinated. Due to doubt and fear of vaccination, adolescents become worried and do not want to be vaccinated so that the vaccination rate does not meet the target. Therefore, a campaign is needed as an information medium to help disseminate vaccination to adolescents. The research methodology carried out in this study is a mixture of literature studies, interviews, questionnaires and reference studies. From the results of the study, it was found that the media needed to disseminate vaccination so that it is left to the community and can also be used as a reminder information media. The author hopes that the design of this campaign can be useful in increasing the confidence and awareness of adolescents towards vaccination, so that the vaccination rate reaches the target so that Indonesia can break the chain of the COVID-19 virus..

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