

## ABSTRACT

### **DESIGN OF CAMPAIGN FOR INCREASING CITIZENS'S PARTICIPATION IN BOOSTER VACCINE IN CIPUTAT DISTRICT SOUTH TANGERANG**

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*The lack of citizen awareness and participation in booster vaccines requires the right campaign strategy, one of the campaigns that is effective and has a positive impact on the community is a campaign through social media. Knowing effective campaigns and knowing effective campaign designs to increase citizen participation in attending boosters in Ciputat District. Using a mixed method of quantitative and qualitative with a cross-sectional approach for residents aged 18-76+ (elderly) years in Ciputat District and obtained a sample of 399 using the slovin formula. Sampling used multistage random sampling (cluster sampling and stratified sampling) with data collection using questionnaires and reference studies. Comparison between the number of men and women who like videos and motion graphics with liking posters. As additional data, the comparison of the number of men and women who have had a booster vaccine with those who have not been vaccinated. Comparison of the number of men and women who do not know the benefits and importance of booster vaccines with those who do. Comparison of the number of men and women who do not know how to apply for a booster vaccine with those who do. Video and motion graphics are types of campaigns that are expected by the community in Ciputat District and Effective campaign designs must have complete information, attractive designs and use media that are of interest to the target.*

**KEYWORDS:** Campaign, Booster Vaccine, Citizens.

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