

## ABSTRACT

### DESIGNING A SOCIAL CAMPAIGN FOR SAFETY RIDING VIDEO FOR RX-KING BIKERS IN THE 2TAK COMMUNITY SOUTH TANGERANG

Muhammad Alfathih<sup>1)</sup>, Gandung Anugrah Kalbuadi, S.Ds., M.Ds.<sup>2)</sup>

Students of Visual Communication Design Study Program, Universitas Pembangunan Jaya

*The proliferation of video campaigns allows social campaigns to reach a wider audience and interact in a more effective way. With the continued development of technology, one can expect further advancements in campaigns. The purpose of this campaign is to tell about the completeness of riding, This campaign is to change the experience of rx-king bikers in south tangerang in maintaining the safety of rx-king bikers. If you look at the impact of this lack of driving equipment. It is important to realize these bad habits can have a serious impact on the safety of motorists and others on the road. Campaigns aimed at changing this bad habit should provide information, and provide awareness about the importance of following traffic rules, using completeness. The conclusion of Rx-King safety riding is that safety in riding is very important and should be a top priority for Rx-King bikers and other motorcyclists. Rx-King safety riding is a commitment to keeping yourself, other riders, and the general public safe on the road. By following good safety riding, Rx-King bikers can reduce the risk of accidents and injuries, as well as create a safer and more responsible riding environment.*

**Keywords:** Campaign Video, Safety Riding, Rx-King, Traffic Obedience.

Libraries : 45  
Publication Years : 2009 - 2019