

ABSTRACT

CAMPAIGN OF SAFETY RIDING FOR FEMALE MOTORCYCLISTS

Ronald Surjadja/1264029

Based on data and observation, it is known that the number of motorcyclists increases. When it is learnt from mass media news, there are quite a lot of accidents and traffic violations, especially caused by motorcycles. These accidents can be caused by some factors: nature/weather, people who violate the traffic regulations, motorcycles that are not well maintained. The price of motorcycles becomes more reasonable and the easier way of riding a motorcycle lead to the increasing number of motorcycles women ride. The system of getting the driving license is also simple, which makes it easy for women to get it without paying attention to traffic signs and how to drive in the right way. They mostly know how to ride a motorcycle without understanding the functions of the traffic signs.

Not only men, but also women have the role of riding motorcycles. The aim of this design is to raise the awareness of people, specifically female motorcyclists of pay more attention to safety riding and to understand the traffic signs. In order to focus more and effective in conveying the message, this design is targeted especially for women. The benefit of the design is to make people, especially female motorcyclists to ride safely and to prevent them from unwanted things during the ride.

The method used is making a campaign using a postera and social media with videography concept to convey the message of the campaign. The use of the media that are often used by women is expected to be able to convey the message more effectively.

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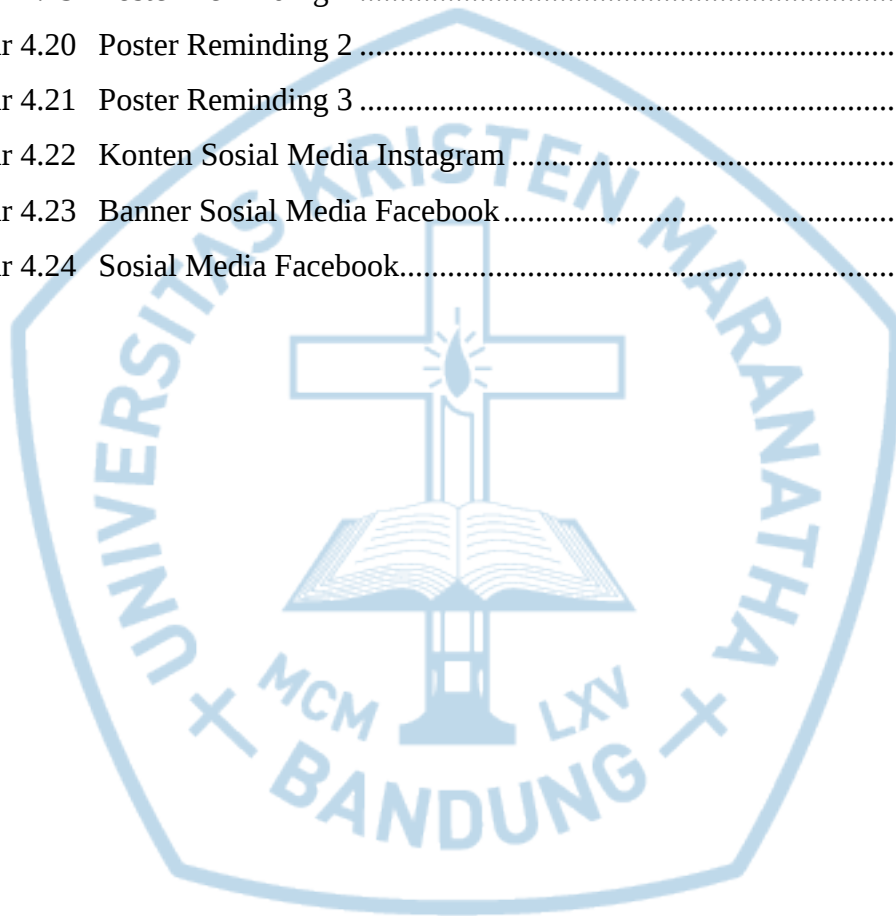
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