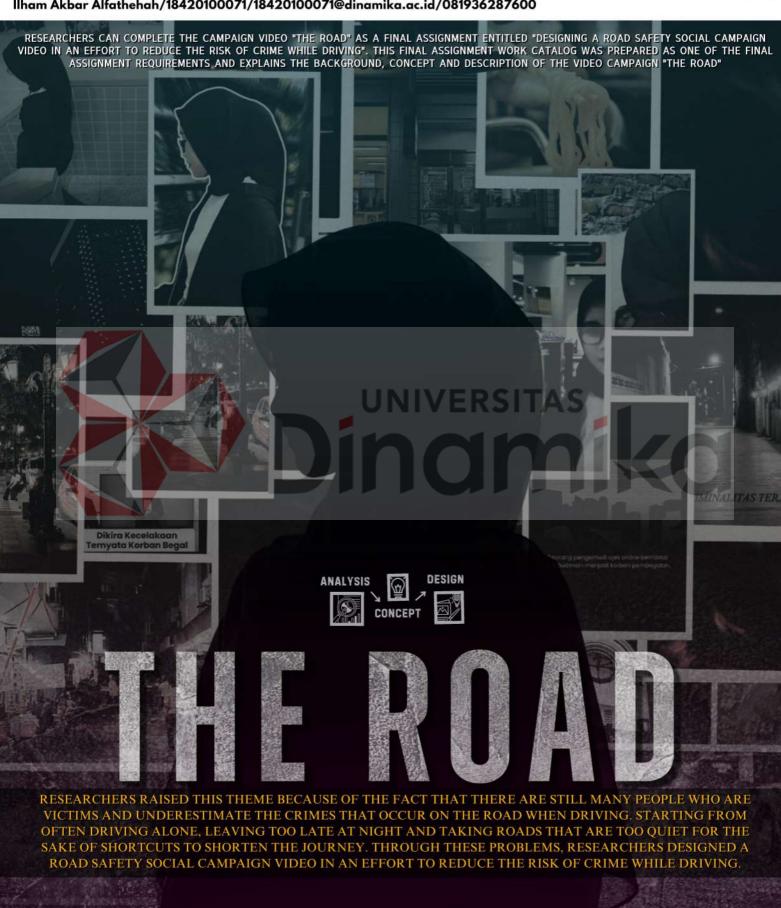
DESIGNING A ROAD SAFETY SOCIAL CAMPAIGN VIDEO IN AN EFFORT TO REDUCE THE RISK OF CRIME WHILE RIDING







Ilham Akbar Alfathehah/18420100071/18420100071@dinamika.ac.id/081936287600



THE KEYWORD USED AS THE CONCEPT FOR THE VIDEO WORK IS ALERT, WHICH MEANS AS A FORM OF PREVENTION TO AVOID CRIME WHILE DRIVING, THE WORD ALERT/WARNING WAS OBTAINED THROUGH OBSERVATION DUE TO THE FACT THAT THERE ARE STILL MANY PEOPLE WHO ARE VICTIMS AND UNDERESTIMATE THE CRIME ON THE ROAD WHEN DRIVING, ESPECIALLY FOR WOMEN DRIVERS ARE ON AVERAGE 17 - 40 YEARS OLD AND ABOVE