

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



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RESEARCHERS CAN COMPLETE THE CAMPAIGN VIDEO "THE ROAD" AS A FINAL ASSIGNMENT ENTITLED "DESIGNING A ROAD SAFETY SOCIAL CAMPAIGN VIDEO IN AN EFFORT TO REDUCE THE RISK OF CRIME WHILE DRIVING". THIS FINAL ASSIGNMENT WORK CATALOG WAS PREPARED AS ONE OF THE FINAL ASSIGNMENT REQUIREMENTS AND EXPLAINS THE BACKGROUND, CONCEPT AND DESCRIPTION OF THE VIDEO CAMPAIGN "THE ROAD"

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THE ROAD

RESEARCHERS RAISED THIS THEME BECAUSE OF THE FACT THAT THERE ARE STILL MANY PEOPLE WHO ARE VICTIMS AND UNDERESTIMATE THE CRIMES THAT OCCUR ON THE ROAD WHEN DRIVING. STARTING FROM OFTEN DRIVING ALONE, LEAVING TOO LATE AT NIGHT AND TAKING ROADS THAT ARE TOO QUIET FOR THE SAKE OF SHORTCUTS TO SHORTEN THE JOURNEY. THROUGH THESE PROBLEMS, RESEARCHERS DESIGNED A ROAD SAFETY SOCIAL CAMPAIGN VIDEO IN AN EFFORT TO REDUCE THE RISK OF CRIME WHILE DRIVING.

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