Abstract

MEDIA CAMPAIGN DESIGN INFLUENCE OF NEGATIVE ANTICIPATION FOOTBALL MATCH

By:

Azhar Ghazali Alamsyah

51907203

Study Programme Visual Communication Design

Football is a game that played by 11 players and one of them is a keeper. It is played in a square and there are some supporters that support their favourite team. Because of supporter, Problems often happen in some supporter's organitation. Most of it, they support their organitation too much. Football is an arena to revenge, that is why campaign as mediator antispation between supporter's organitation that change the football become a entertainment not to be an arena of revenge by giving a tag line "Football is an entertainment"

Keywords: Media Campaign, Influence Negative Football Match, Supporters Football