Abstract

CAMPAIGN DESIGN FOR YOUTH REDUCING ILLEGAL RACING MOTORCYCLE IN BANDUNG

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Illegal Motorcycle Racing is a form of juvenile delinquency are likely to lead to negative things. Illegal Motorcycle Racing a big impact for the perpetrators themselves, accident, authorities detained, and can even lead to death. In this case there are many young people who have not been aware of the consequences that occur when they are doing these actions and many of them go join into illegal motor racing event, because so far they are only focused on their own perceptions.

In this case the solution does is campaigning on a illegal motorcycle racing can be useful to society. The use of advertising media and printed media is a great choice for this campaign.

Keywords: motor racing illegal, youth, campaign