ABSTRACT

Final Report

A COMMUNICATION MEDIA DESIGNING OF "POSITIVE FB" IN PRE-ADOLESCENT SOCIAL CAMPAIGN

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The social media has provides an easy in interaction at social network of Facebook with pre-adolescent as the target for joint. Data obtained from audience target expose that there is a problem in use facebook more than two hours influencing the score thus result in disturbed concentration in study. By the reason, the solution for the problem is creates the social campaign video of "Positive FB" for youth with 13-15 years old in ages. The video is containing positive effect of facebook and the message. It expected that these campaign will assist the pre-adolescent remind the effect occurred in use facebook in early. Therefore, it can reduces the intensity of social media of facebook excessively in avoid the laziness in study and preventive effort to improve of achievement.

Keyword : social media, facebook, positive fb, pre-adolescent