

ABSTRACT

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PLANNING OF SOCIAL CAMPAIGN ABOUT SYSTEMIC LUPUS ERITEMATOSUS WITH MOTION GRAPHIC VIDEO

Systemic Lupus Erythematosus (SLE), also commonly referred to as lupus, is a disease that is not contagious, but harmful to the human bodies. In Indonesia, a vast majority of citizens are not aware that they might suffer from this lupus disease because this disease is quite similar to various other diseases, which is caused by the autoimmune system. Lupus is an autoimmune disease in which the body's immune system mistakenly attacks healthy tissue in many parts of the body. As a result of the ignorance of the community regarding the lupus disease, an amount of deaths has been recorded due to the lupus disease. Therefore, a way or an action is needed to be taken in order to increase the awareness of this lupus disease which can cause fatal to the human beings. Hence, it can be concluded that the social campaign regarding of the lupus disease awareness to the public can be achieved with a motion graphic video media. Through this motion graphic video, the public can become more aware and more understanding of the lupus disease. In addition, the people will not get tangled up upon the lupus disease with other various diseases. They are able to know and identify the symptoms and the complications of the lupus disease itself that might occur in the body through this motion graphic video. With the implementation of this social campaign, it is hoped that the people will become more aware of the lupus disease which can cause fatal to the human beings. It is hoped that the people can also educate the public that does not know what lupus disease is by sharing and providing some useful information about the lupus disease.

Keywords: social campaign, lupus, video, motion graphic, information