

ABSTRAC

Jakarta current environmental conditions are very bad. It can be bad for people's lives Jakarta. Suaka Marga satwa Muara Angke is a nature conservation area which is very important and probably the only one in Jakarta. Suaka Marga satwa Muara Angke is a mangrove conservation area and home to various species of birds and other wildlife. On the campaign will use posters as a medium of media headlines. Poster themed environment is a suitable medium for the wider community in disseminating information. The poster is one of the media information of a general nature and learning.

The design of the social campaign is expected to work closely with agencies and relevant NGOs to help achieve the objectives of the campaign and assist in the achievement of this campaign. Personally expected this social campaign can hopefully make people aware of the importance of keeping the city of mangrove forest conservation. And to increase public knowledge and awareness of the functions, benefits of mangrove forests and to create a sense of belonging and love of the mangrove forest. In addition, it is also expected to get the maximum value for the design work of this social campaign.

Keywords : mangrove , environment, Poster