

ABSTRACT

**FAKULTAS TEKNIK PERENCANAAN DAN DESAIN
PROGRAM STUDI PENDIDIKAN DESAIN PRODUK
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STOP TBC

Factors that favor frequent or extended exposure to an actively infected person increase the likelihood of TB infection. People living in poorly or over-crowded spaces have an increased risk, as do doctors, nurses and health care workers who come into close contact with actively infected patients. The lack information about this could make people stay in the danger of TB.

From that point of the view, I decided to make campaign about TB for younger people to build the early understanding about the danger of TB spread. This media is in 3D animation to suit to target market an effectively approach for greater memorabilia. This media is presented for 3 category : youtube, national Television, and lokal Television which has 3 different duration.

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Key word : Tuberculosis, 3D Animation, Campaign



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