# ABSTRACT

## COVID 19 PREVENTION EDUCATION THROUGH THE MAKING OF PUBLIC SERVICE ADVERTISEMENT AT PUBLIC RELATION SECTOR OF SOUTH SULAWESI PROVINCE

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Since the virus entered in Indonesia in February 2020, the number of positive confirmed cases of Covid-19 has fluctuated. The government and the community are continuing to take various steps and make efforts to break the distribution chain. One of them is through a collaborative campaign with health protocol disciplines. Such as washing hands, keeping a safe distance, wearing masks, and staying at home only if there is no emergency.

The objective of the study was to discovering the innovation of the South Sulawesi Provincial Government's Public Service Advertisement (PSA) in educating the public about Covid-19, as well as the creativity of the Public Service Advertisement (PSA) campaign to prevent Covid-19 by staying at home, so that it is interesting and on target.

This research is divided into three stages: planning and preparation, research implementation, and proof of research findings. The primary data in this study was obtained directly through observation and interviews, and the secondary data was obtained through a literature review. In this study, data collection techniques are divided into two categories: library research (library research) and field research (field research) (field research). In this study, data processing techniques are classified as Data Reduction (data reduction), Data Display (data presentation), and Conclusion Drawing / verification.

According to the findings of this study, the South Sulawesi Provincial Government has never made public service advertisements with the theme of avoiding Covid-19 by staying at home. The Public Service Advertisement (PSA) campaign to prevent covid-19 by staying at home is more creatively packaged by combining text, audio, and visual elements. PSAs are packaged in the form of 3-dimensional animated videos in this study. Government Service Advertisements based on 3-dimensional animation, namely videos containing information packaged by displaying moving illustrations and equipped with voice narration to convey information clearly and attractively.



**Keywords**: Campaign, Public Service Advertisement, Covid-19



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