

Penggunaan New Media dalam kampanye periklanan kreatif terhadap pengumuman keselamatan umum : Studi kasus kampanye Dumb Ways to Die oleh Metro Trains Melbourne = The use of New Media in creative advertising campaign for public safety announcement : A case study of Dumb Ways to Die campaign conducted by Metro Train Melbourne / Paskhalis Kurnia Apriyan

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Abstrak

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Riset ini akan menganalisa kampanye yang dibuat oleh McCann agensi periklanan untuk Metro Trains Melbourne. Kampanye tersebut bernama “Dumb Ways To Die”. Kampanye ini termasuk dalam kategori iklan layanan masyarakat. Kampanye yang ditujukan untuk memberi informasi kepada para pengguna transportasi umum kereta dari Melbourne. Selanjutnya, pertumbuhan media baru sangat digunakan dalam kampanye ini. Oleh sebab itu, rincian dari kampanye, konsep, tujuan, serta merangkul saluran komunikasi yang digunakan untuk mengatasi masalah keamanan di kereta akan di jelaskan di bagian pembukaan. Rincian dari kampanye, konsep, tujuan, serta saluran komunikasi yang digunakan untuk mengatasi masalah keamanan di kereta akan di jelaskan pada bagian latar belakang. Selain itu, dengan menggunakan metode penelitian kualitatif, peneliti akan menggunakan beberapa teori komunikasi untuk menganalisa studi kasus tersebut. Peneliti akan menjabarkan hasil penelitian disertai dengan analisa ilmiah terhadap kasus tersebut. Pada bagian akhir jurnal, peneliti akan memberikan kesimpulan atas masalah penelitian yang disertai dengan saran praktis maupun teoritis yang dapat digunakan dalam penelitian lebih lanjut.

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ABSTRACT

This research analyzes the safety campaign called “Dumb Ways To Die”, that was made by McCann advertising agency for Metro Trains Melbourne, “Dumb Ways To Die” is a PSA (Public Service Announcement) campaign that is addressed to the Metro trains’ users. The rapid growth of new media is incredibly used to disseminate the campaign. Details of the campaign and communication channels that are utilized to solved the problem will be discussed further in this research. In addition, by using the qualitative research method, “Researcher will use the related communication theories. Researcher will then elaborate the result together with a scientific analysis regarding the case study. At the end of the journal, researcher will give a conclusion and suggestions that could be used for further research.,” This research analyzes the safety campaign called “Dumb Ways To Die”, that was made by McCann advertising agency for Metro Trains Melbourne, “Dumb Ways To Die” is a PSA (Public Service Announcement) campaign that is addressed to the Metro trains’ users. The rapid growth of new media is incredibly used to disseminate the campaign. Details of the campaign and communication channels that are utilized to solved the problem will be discussed further in this research. In addition, by using the qualitative research method, “Researcher will use the related communication theories. Researcher will then elaborate the result together with a scientific analysis regarding the case study. At the end of the journal, researcher will give a conclusion and suggestions that could be used for further research., This research analyzes the safety campaign called

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