

**PERANCANGAN IKLAN LAYANAN MASYARAKAT TENTANG
PENTINGNYA HIGIENE SANITASI BAGI DEPOT AIR MINUM ISI
ULANG DI KOTA SEMARANG**

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ABSTRAK

Depot air minum isi ulang adalah salah satu alternatif untuk mengatasi kebutuhan air minum terutama di kawasan perkotaan. Dengan harga yang murah menjadi alasan utama mengapa konsumen memilih air minum dari depot air minum isi ulang. Semakin banyaknya minat masyarakat terhadap air minum isi ulang, menjadi peluang bisnis yang menggiurkan bagi para pelaku usaha. Saat ini sudah banyak yang membuka usaha depot air minum namun sangat disayangkan dengan perkembangan pertumbuhan depot air minum tersebut tidak diimbangi dengan perkembangan kualitas air minum. Bahkan masih banyak depot air minum yang patut dipertanyakan kualitas air minum yang dijualnya. Terbukti bahwa masih banyak depot air minum isi ulang yang tidak memiliki sertifikat laik hygiene sanitasi. Yang berarti kualitas air minum yang dijual selama ini belum tentu berkualitas bagus. Kondisi tersebut tentunya sangat merugikan konsumen depot air minum karena dapat merugikan kesehatan tubuh apabila mengonsumsi air minum yang tidak sehat. Oleh karena itu perancangan ini dibuat dengan menggunakan metode framing berdasarkan realita, faktor ideal dan info agar para pengusaha depot air minum segera memiliki sertifikat laik hygiene sanitasi dan mengajak masyarakat terutama konsumen depot air minum agar membeli air minum isi ulang di depot air minum yang sudah memiliki sertifikat laik hygiene sanitasi depot air minum.

Kata Kunci : air minum isi ulang, sertifikat, hygiene sanitasi, iklan layanan masyarakat

**DESIGN OF PUBLIC SERVICE ADVERTISEMENT ABOUT THE
IMPORTANCE OF HYGIENE SANITARY OF RECYCLED DRINKING
WATER DEPOT AT SEMARANG**

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ABSTRACT

Depot refill drinking water is one of the alternatives to address the needs of drinking water, especially in urban areas. With the low price was the main reason why consumers choose to drink water from drinking water refill depot. The increasing public interest in the drinking water refill, become a lucrative business opportunity for entrepreneurs. Currently, there are many who opened the business depot However the drinking water is very unfortunate with the development of growth depot drinking water is not matched by the development of drinking water quality. Even still plenty of drinking water depot questionable quality of drinking water sold. Proved that there are still many depot refill drinking water that does not have a certificate of acceptance of sanitary hygiene. Which means the quality of drinking water sold during this time is not necessarily good quality. The condition is of course very detrimental to consumers depot drinking water because it can harm the body`s health when consuming unhealthy drinking water. Therefore, this design was made using the method of framing is based on reality, a factor ideal and info to get entrepreneurs depot drinking water soon have a certificate of acceptance hygiene sanitation and encourage people, especially consumers depot drinking water in order to buy drinking water refill depot drinking water already has acceptance certificate drinking water hygiene sanitation depot.

Keyword : recycled drinking water, certificate, hygiene sanitary, public service advertisement