

**PERANCANGAN IKLAN LAYANAN MASYARAKAT TENTANG
SOSIALISASI PERTOLONGAN PERTAMA PADA KECELAKAAN
KECIL (P3K) DI KABUPATEN REMBANG**

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ABSTRAK

Pertolongan pertama merupakan suatu tindakan pertolongan atau bantuan pertama yang diberikan oleh tim medis terhadap orang atau korban. Pemberian pertolongan pertama harus dilakukan secara cepat dan tepat kepada korban, sehingga sakit yang dialami korban dapat berkurang. Tujuan dari perancangan Iklan Layanan Masyarakat ini adalah untuk menyampaikan pesan serta memberikan pengetahuan tentang pertolongan pertama pada kecelakaan kecil yang sering terjadi sehari-hari. Perancangan ini dibuat dengan menggunakan metode campuran yaitu kualitatif dan kuantitatif yang kemudian akan dianalisis menggunakan metode Framing model Robert N. Entman, dan menghasilkan konsep untuk diterapkan pada media sebagai berikut Video Presentasi, Poster, Leaflet, Buku Saku, Iklan Majalah, Iklan Koran, T-shirt, dan Totebag.

Kata Kunci : Pertolongan Pertama, Iklan Layanan Masyarakat, Kecelakaan kecil

DESIGN OF PUBLIC SERVICE ADVERTISING OF FIRST AID KIT FOR MINOR ACCIDENT IN REMBANG

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ABSTRACT

First aid kit is an aid action or first aid that given by the medical team to the people or the victims, that get an accident suddenly or sick before getting the treatment. Giving the first aid must be quickly and exactly to the victims until the ill that they feel can be decreased. The comfort feeling will give a good impact for victim's healing process. But because the people's lack of knowledge about first aid in small accident this thing make them always ignore the first aid when getting small accident like get cutting , burnt , although stabbed the spikes, cause that needs for society service advertisement about the first aid in the small accident socialization. This society service advertisement purpose to inform and give the knowledge about first aid kit which always happens to some small accident. This program made by mix method that is a qualitative and quantitative, will be analyzed with Framing model Robert N. Entman method, and get a concept to applied in some media like video , presentation, poster, leaflet, note pocket, magazine ads, newspaper ads, T-shirt and totebag. This society service advertisement program expected can increase their knowledge about first aid kit in the small accident, and the message will be accepted by the people

Keyword : first aid kit, society service advertisement, small accident