DESIGNING BREAST CANCER EARLY DETECTION CAMPAIGN FOR WOMAN AGED 20-25 YEARS OLD IN SURABAYA

Abstract

Breast cancer is a disease with a high death rate amongst other cancer. According to World Health Organization (WHO), breast cancer is on the fifth rank disease with death rate on 460,000. At Surabaya, 89% of the total cancer survivors are female, and it was recorded that since 2009 breast cancer was one kind of cancer with highest death rate, followed by cervical cancer, ovarium etc. Although the main cause of the breast cancer are still has not been found yet, there’s still a few actions that we can take as a precautions of the cancer cell to grow and increase the death rate. One of them is with early detection of breast cancer.

Campaign is a series of strategic communications in order to create a specific effect to a huge numerous of people that goes in a specific time period. Campaign can deliver a huge amount of message in attempt to educate the target before finally persuade target to do something that we want them to do. In Indonesia, the campaign to increase people’s awareness of breast campaign has increase significantly.

Keyword: Campaign, persuasion.