

ABSTRACT

DESIGNING MEDIA SOCIALITATION TO RAISE AN AWARENESS TOWARDS DIABETES AMONG YOUTH

Indonesia ranked 7th highest in the world with most diabetics. Diabetes is not something new among the society here, but the current phenomenon is the number of people with diabetes among the youth are increased drastically. The causes is vary, but it comes down to one, which is the fault in unhealthy lifestyle. Consumption of foods and beverages that have high calories without balancing it with physical activity. Diabetes is often not recognized by the patients until complications occur. This is how diabetes can turned into something very dangerous. Every 6 seconds in the world, there is 1 person died due to complications caused by diabetes. Silent Killer is another name. Data collection methods used in this study is a qualitative method to generate findings obtained from data - data collected by using various means, including observation and interviews as well as literature study. The goal that the authors expect in the making of this information media is in order to increase public knowledge and more open insights about the *latent* danger of diabetes.

Keywords: Media information, lifestyle, diabetes