

ABSTRACT

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Sleeping patterns behavior in adolescents in the city of bandung who habitually awake until night. This study attempts to change the pattern going to bed at public especially teenagers and socialize the known facts regarding sleep good. This study using data collection method of qualitative and get the data by means of an interview , observation , and literature to obtain the data required in the work of the task of the end of this. Of the analysis of data , get the presence of several factors sleeping patterns cause irregular that impact on the activity in the day. Then from that campaign should be a social media as the socialization that can restore the activity of a pattern of healthy sleep. Social campaign is called a “Change your day with “Set Think” , whereby messages are want to be transmitted by is of many patterns morbid sleep quality , so that the citizens more focused in working on the activity of. This social campaign then use the application of mobile as mainstream media that were distributed through gadget user or a target audience.

Keyword : Campaign , Sleeping patterns , Teenagers , Mobile Application.