

ABSTRACT

Gadget especially smartphone is very helping users to do a variety of things, especially that require users to use the Internet to finish the job. The gadget/smartphone also have a negative impact, especially in terms of communication of people if their used excessively at inappropriate times. Thus the necessary social campaigns in an effort to overcome the bad effects that causes of decreased smartphone essence of communication among teenagers in Bandung City. By using qualitative methods as a research procedure that produces descriptive data in the form of words written or oral, data processing included studies literature, field observations, and interviews. The importance of this social campaign is to change the mindset of teenagers to be more wise of using smartphones.

Keyword: *Social Campaign, Gadget, Smartphone, Bandung, City.*