

CAMPAIGN OF USING EARPHONE SAFELY TO PREVENT NIHL (NOISE INDUCED HEARING LOSS) DISEASES IN BANDUNG CITY

By :

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ABSTRACT

In this globalization era lifestyle heavily influenced by advances in technology. As reported in klik.dokter.com, the use of audio-visual devices are also increasing and becoming lifestyle demands is one of the impacts of technological advances. Earphone is one of the technological advances and the audio is a tool most often used to listen to music from a mobile phone. WHO explained that along with the increasing use of personal audio device for listening to music and volume adjustment patterns among adolescents who are at risk mainly arises which threatens the impact of hearing loss in the form of hearing ability. According to Dr. Andrina Yunita Pure Rambe, diseases caused by exposure to loud noise enough in the time period long enough named Hearing Loss Due to Noise (NIHL). From exposure to phenomena, issues and events discussed above, as well as at the lack of information on the effects of listening to music using earphones in adolescents in Bandung, and therefore the author would raise the issue earphone use in adolescents to be a campaign using AIDA Media strategy and the main media through mobile applications Helphear (Vol. Decibel Earphone Detector) to reduce the impact of diseases especially among teenagers NIHL Bandung.

Keyword: Earphone, modern teenagers, NIHL, Campaign, Helphear Mobile Application