

ABSTRACT

Community life in the city of Jakarta is extremely dense and activities will be a daily routine. It realised the office workers in Jakarta to begin a healthy lifestyle. One of them by exercising, and the currently popular sports is running because it is cheap, easy, enjoyable and directly impact the body. This does not run sports a proliferation coupled with the knowledge of the good and true run, many put aside about understanding ran good. Because behind the understanding of less about running can cause injury and even heat stroke. Only some people who never heard of heat strokes and very few the sufferer. Data collection will be carried out by means of interviews and observations. And the method used is descriptive qualitative research methodology, with the right communications strategy describe and in accordance with the target audience. The subject of this research is the office workers in Jakarta who was fond of exercise run. And use of the subject as a means of campaigns (word understand how to cope if exposed to heat stroke, but the risk of this injury can result in death for of mounth), in order to spread this campaign strategy can be spread effectively.

Keywords: Campaign, Heat stroke, Running, Sport.