

## **ABSTRACT**

*People's daily routines nowadays have been making them less active. Not enough body movement will trigger dangerous disease that can cause death as obesity, diabetics, heart attack . Freeletics are physical sports with high-intensity which can be done anywhere, everywhere. These sports are quite recent in Indonesia, not so many people know its existence. The application which is provided is not suitable for people's need as freeletics amateurs. The healthy life style campaign through freeletics, is a solution to persuade people to have healthier life with exercise. Mobile application is functioned as a main idea for the campaign, with the suitable content of what people need. SWOT method is used for analysing the strength and weakness of the media which is used. AISAS method is used for analysing the entire media which is used in the campaign, therefore the message can be delivered well to people. This healthy lifestyle campaign hopes to be the beginning of a long-term effect to people, to gain their awareness of their health which is an every person's long-term investment.*

*Keywords: Sports, Freeletics, Campaign.*