

ABSTRAK

Lifestyle in the city a mecca most cities in Indonesia, as a creative city, Bandung rich fashion, culinary, music and much more. One lifestyle that became a phenomenon in the city of Bandung. Tattoos, where the rise of people who are interested to get a tattoo, the more new tattoo artists are also emerging. Many teenagers as tattoos users who do not understand the impact of non-sterile tattoo on health such as HIV / AIDS, Hepatitis C, and skin infections, as well as a lack of understanding of the standard operational procedures penatoan good to prevent it. This media campaign is needed to provide an understanding and awareness of young people about the impact of tattoos users unsterilized tattoo on the health of the data search that uses qualitative methods of observation and interviews can be designed so that the appropriate media campaign. Approach or theory used campaign is covering the health belief model of risk perception, the perception of the benefits and capabilities of self.

Media that is designed to campaign for non-sterile tattooing impact on health, namely Event Tattoos, and Booklet Through media campaigns designed expected to provide an understanding and awareness to more accurately target memilih tattoo artist and pay attention to the tool and its implementation.

Keyword: *Tattoos, Teen, Standard Operational Procedure, Event, Booklet.*