

ABSTRACT

Heart disease is one of non-contagious disease yet deadliest disease. In 2014, heart disease became one of the largest causes of death in Bandung. According to data from the Health Research (RISKESDAS) on 2007, heart disease and hypertension began attacking teenagers with a percentage of 12%. Modern technology makes people's movement become faster and instant so that people are more passive in doing physical activities. Less movement activity is one of non-contagious disease's causes such as heart disease. Therefore, a social campaign on using stairs to move actively is designed. The aim of this campaign is to encourage adolescents 18-23 years (university students) at Telkom University to increase physical activity by going up and down the stairs as an effort to prevent heart disease. To find out the right media and campaign strategy for the target audience, qualitative research method is used, because the issues that raised in subject matter require using some of the method of data collection such as observation, interviews and literature study. The results of the design of this campaign are integrated media including application and ambient media. Those media are chosen because the application is the most familiar media for the target audience and the ambient media is the point of contact between target audience and the activities.

Keyword: social campaign, heart, physical activity, up and downstairs, application.