

## **ABSTRACT**

### **HEART ATTACK PREVENTION CAMPAIGN THROUGH DAILY RUNNING EXERCISE**

*Disease divided into two categories which is infectious disease and uninfected disease. Today, the uninfected disease became the one that has been focused by the government in terms of prevention. Victims of the uninfected disease growing as the day goes by and the case is heart attack. According to the data by 2013 Basic Health Research, the majority victims of the coronary heart disease are in West Java with 160.812 people and also according to the Bandung City Public Hospital the cases of heart disease from July 2015 to August 2016, there are 5.470 cases of heart disease that the most suffered by age above 40. Therefore, a prevention needs to be done at early age by doing a campaign focused at Bandung City. A prevention will be done by running because it is one of the cardio exercise beside gymnastic and yoga. Running was chosen because it is easy to do, practical and can be done anywhere without paying anything. This campaign program is aimed at teenager with age about 18-24 years old that lived in Bandung City. This campaign is using qualitative methods at data collection such as observation, interview, literature study, AOI analysis and SWOT. Through the right strategy and approach this campaign will use creative media with visual concept scaled to target audience. The main media of this campaign is an event of running exercise because when the event is taking place, information about heart disease can be published. Besides an event, this campaign is addressing a message through other media to target audience by communicating a prevention to heart disease from now on through running exercise.*

*Keywords : Campaign, Heart , Event*