

## ***ABSTRACT***

*Baby blues syndrome is depression felt by a mother after giving birth. In psychology this depression included in the group of mild depression, but baby blues syndrome would be dangerous if the patient does not know the symptoms, factors and also how to cope. The impact of the lack of knowledge of mothers on baby blues syndrome are the increased rate of depression to a higher level, namely postpartum depression and postpartum psychosis. As the times that affect every aspect of life and also the mindset which is one of the factors increasing desire to get married young. However, there are still many women, couples, a mother who knew nothing of baby blues syndrome and many still of them feel strange to hear the word baby blues syndrome itself. Lack of knowledge about this very visible from the level of mothers in Indonesia who are depressed after childbirth reaches 50-70%. In designing this social campaign intended for young women to further reduce the number of women who will develop when a child, the age of 18-25 years. The method used for data collection are interviews, questionnaires, and literature. For the selection of the distribution of social media campaign will be included in the list of the questionnaire. With the design of a social campaign on the introduction and how to cope with baby blues syndrome at this young mother is expected to reduce the number of mothers in Indonesia who can experience the baby blues syndrome.*

*Keywords: Baby blues syndrome, Social Campaign*