

Abstrak

Writing the design of this campaign aims to mengkomunikasikan the ideal way to exercise in the gym body shapping practice by using the right media sabagai tool to communicate. As for the background of this explanation is, he saw angka injury is quite severe from the perpetrator of this sport. Injuries are divided into two, namely short-term and long-term. Long-term injuries involve muscle-related injuries, while long-term injuries involving bone.

The population of this sport makes his followers increasing every day. Currently known body shaping body trainers amounted to 7000 worldwide. With that figure it can be said that this sport is one of the most popular sports. The more actors of a sport, the more risk of injury will be experienced. According to one journal noted that 16 actors of body shaping were forced to stop exercising while muscle injury caused. This can happen because of a misunderstanding of running this body shaping sport, so exercising adds to the risk of injury, muscle spasms, and bone fragility that can not afford such heavy loads. Because it takes the media to mengiformasikan how to exercise with the ideal in the body shaping practice effectively.