

ABSTRACT

DESIGN CANCER PREVENTION CAMPAIGN CSR RASADEWA

The high number of cancer sufferers in Indonesia has increased, especially in West Java 3 highest and peaked in the last 10 years to ride twice. This is due to the lack of self awareness and concern for maintaining the health of themselves by continuing to do the pattern of life is not good.

For that socialisation by providing information and insight to the mob on target to start doing good and living patterns inform fruit star fruit as fruit of preventive disease cancer. Expected by the existence of this socialization patterns living and can change the mindset of the mob target to start doing good life pattern in order to reduce the risk of illness with cancer.