

ABSTRACT

Cavities Case in Bandung is equal to 74,5% “ No Sugar at Night” Campaign is an effort to decrease cavities problem teenagers in Bandung. The campaign was created to educate teenagers of the selection of good foods consumed for dental health and also build an awareness about the dangers that can be caused by the cavities if they don't consume a good foods for their dental health . The "No Sugar At Night" campaign uses matrix, AOI and FACET analysis in its application. Event is the main media used in this campaign in addition there are supporting media such as: visual post social media, posters, banners, photobooth, flyers and merchandise.

Keyword : Campaign, No Sugar At Night,Cavity