

## **ABSTRACT**

*Sleep is a natural process that happens on its own without , but as someone gets older, many of them changing the proportion of their sleep.increased Activity and the age of someone getting older make them easier to feel tired and make the body need more quality of the sleep than the quantity of the sleep. Insomnia is a general fenomenon in a sleep pattern. Insomnia is a trouble of starting or maintaining sleep that can be persistent or temporal. There's a way to prevent it, it is to do an exercise in the afternoon either just jogging or whatever it is that cover easy, practical and we can do it anywhere without spending more cost to it. This campaign is is for the teenager with age around 17 to 24 years old whos that staying in Bandung City. This campaign using qualitative method in collecting data such like observation, literature studies, interview, AOI and SWOT analysis. This campaign is doing with creative media and visual concept that adjusted to the target. The main media on this campaign is a sport event that we are doing exercise in the afternoon, the prevention can be delivered and communicated with other media ti the target wich is it to communicating the insomnia prevention of the insomnia with the easiest way with exercise.*

*Key word : insomnia, exercise, afternoon.*