

ABSTRACT

DESIGN OF CAMPAIGN MEDIA GERAKAN MASYARAKAT HIDUP SEHAT (GERMAS) IN BEKASI REGENCY

In Indonesia the past 30 years have experienced changes in disease patterns or often called epidemiological transitions. In 1990, the biggest causes of death and illness were infectious diseases such as upper respiratory tract infections, tuberculosis, diarrhea, and others. But since 2010, the biggest cause of morbidity and mortality is Non-Communicable Diseases (PTM) such as stroke, heart disease, and diabetes. The sufferer also experienced a shift. Now PTM not only attacks old age, but also young age, from all circles - both rich and poor, living in cities and villages. Patients and deaths due to non-communicable diseases (PTM) are expected to continue to increase. This is driven by changes in the lifestyle of people who tend to be physically inactive (for example, spending a lot of time watching TV), low consumption of fruits and vegetables (eating lots of processed foods, ready to eat, high in sugar, salt, etc.), and consumption of cigarettes and alcohol. The research method used begins with data collection, namely observation, interviews, questionnaires and literature studies. Then do data analysis using a comparison and audit design matrix. From the analysis, it was found that suitable media to convey information about Non-Communicable Diseases (PTM) to millennial generations. After creating a special sub-campaign for Non-Communicable Diseases (PTM), the media was then made in the form of logos, motion graphics and infographic. This campaign aims to reduce the number of Non-Disease Disease (PTM) sufferers from year to year by inviting the millennial community to conduct early prevention.

Keywords: Campaign, GERMAS, Sosial