

ABSTRACT

DESIGNING THE CAMPAIGN OF AWARENESS FOR ADOLESCENT WOMEN TO PREVENT BULIMIA NERVOSA

Bulimia Nervosa is a disease or disorder which occurs in dietary habit. Someone with bulimia would do an excessive eat pattern and then force them self to throw it up the food which they consumed. Women are having more tendency to eat disorders than men. This habbit isn't a trivial problem because its causing negative impact, and the wors case is death. Based on previous research, an understanding is needed for the adolescent women to understand the impact of having eat patterns disorder, so it would raise the awareness in changing their mindset and also their eat patterns. A balanced nutrition need to be socialized which can be used as eating guidlines. Physical avtivity, clean living, and maintain the ideal weight. This reasearch is using qualitative method with facet model effet method. Based on the reasearch, the result which obtained is refering to the invitation of adolescent women to be more confident with their body shape. A creative strategy in the campaign is considered in packaging the visual form with pastel color, nude, soft, and soft impressed with visual analogy style and direct languagre style. Using a couple media which are event, poster, and other supporting printed media.

Keywords : *Bulimia Nervosa, Adolescent Women*