

ABSTRACT

A healthy lifestyle is every effort to apply good habits in creating a healthy life and avoid bad habits that can interfere with health. Young is one of the agents or assets of the shifter that is expected to change the community of Mentawai society has a degree of good health. In order to improve the health of the community. should know about healthy lifestyles which, among other behaviors not smoking, healthy eating and balanced diet, and regular physical activity that is basically summed up in a method that was created by the department of health 7 Message SIKEREI.

This research will be done something in order to maximize 7 book SIKEREI through an event, assisted by several media including, media main and supporting. The purpose of this study is to maximize a health method that is adapted to the habits of the people. The method used in this research is qualitative method in the peeling problems that exist in this research.

From the results of the analysis carried out in the peeling problem, the authors create an event-assisted with media planning, namely the AISAS in the delivery of messages to the target audience such as posters and some other print media including social media being the media today's teens as Instagram and twitter.

Keywords : Sikerei, Mentawai, Event, Health.