

ABSTRACT

Vitamin D is important in regulating the immune system and preventing the body from getting sick, one of which is autoimmune disease, which is when the body's immune system attacks the body itself. Health experts agree that the main source of vitamin D for the body is sun exposure, which is best in the afternoon, from 09.00 to 15.00. Therefore, sunlight is very important to prevent autoimmune diseases. However, the lifestyle of urban people who leave in the morning, return home in the evening, and many activities in the room make them rarely exposed to the afternoon sun. Coupled with the community's ignorance of its importance, it tends to avoid them. Being an autoimmune sufferer has increased, and the disease is difficult to cure, so it is risky to consume drugs for the rest of his life. Therefore prevention by educating the public needs to be done with a design that can invite the target audience to want to be exposed to the afternoon sun. The method used in this research is observation, interview, and literature study.

The purpose of this research is to make people aware of the willingness to be exposed to the afternoon sun to prevent autoimmune diseases. The results of this study are the design of health campaigns in the form of logos, posters, brochures, flyers, banners, ambient media, Instagram, challenges, and videos. The conclusion from this study that the design of the importance of the afternoon sun campaign to prevent autoimmune diseases is one thing that needs to be done to reduce the number of autoimmune sufferers in Indonesia, especially in the city of Bandung.

Keywords: *Sunbathing, Autoimmune, Exposure to Sunlight, Health Campaigns*