

## **ABSTRACT**

**Abstract:** *The feeling of anxiety that everyone experiences is a natural thing to happen, every human being must have anxiety as a psychological form, but if anxiety occurs continuously it is a mental illness which is known as an anxiety disorder or anxiety disorder. The younger generation aged 18-25, namely students, is the age that generally has anxiety disorders due to the transitional phases which tend to be unstable, namely late adolescence to early adulthood. Based on data from the Indonesian Psychiatric Association (PDSKJI) for 2020 - 2022, there are at least 14,988 people experiencing psychological problems, including anxiety disorders. Furthermore, the author looked for data through questionnaires distributed at various tertiary institutions in the city of Bandung, based on questionnaire data with 96 student respondents that there were around 73.4% of students experiencing anxiety during the study period, even 22.3% of these students had thought of ending their life. Through the phenomenon above, a social anxiety disorder campaign was designed to increase awareness of others through student awareness. With the design of this campaign, it was able to open up space to begin to venture into anxiety disorder treatment as well as a bridge for anxiety disorder sufferers with psychologists and introduced Riliv as an online counseling service application that can help sufferers.*

**Keywords :** *Anxiety Disorder, Anxiety, Campaign, Student, Riliv.*