

ABSTRACT

Diabetes Mellitus (DM) is a chronic metabolic disease or disorder with multiple etiologies, characterized by high blood sugar levels accompanied by disturbances in carbohydrate, lipid, and protein metabolism due to insufficient insulin function. Data from the Bandung City Health Department in 2022 showed a 2.3% increase in cases of Diabetes Mellitus among adolescents in the city. Diabetes itself is the third leading cause of death in Indonesia. Diabetes can be prevented by consuming appropriate portion sizes and engaging in regular exercise or physical activity. However, due to the Covid-19 pandemic that occurred some time ago, people have become less active, leading to the accumulation of glucose in the body that cannot be converted into energy. If left untreated, this can lead to dangerous diseases like diabetes. The author aims to create a design for a social campaign in response to this phenomenon. The methods used by the author to gather all the necessary data include observation, questionnaires, and interviews. For data analysis, the author employs the AISAS, SWOT, and AOI methods. The theoretical framework encompasses campaign theory, communication, visual communication design, layout, color, media, target audience, copywriting, illustration, and photography. The author's objective in creating this social campaign design is to raise public awareness about the dangers of diabetes. The final outcome of this research is the design of a social campaign.

Keyword: Balanced Nutritious Food, Communication, Diabetes, Health, Physical activity, Social Campaign, Visual Communication Design.