

ABSTRACT

Indonesia is a tropical country with two main seasons: the rainy season and the dry season. The changes in temperature and weather conditions between these seasons can impact human skin. Ultraviolet (UV) rays have several benefits for humans, including the production of vitamin D in the body, control of microorganisms, reduction of cancer risk, and the enhancement of serotonin production in the brain. However, despite these benefits, excessive or prolonged exposure to UV rays can be harmful to humans. Therefore, the use of sunscreen is essential. Unfortunately, sunscreen usage among teenagers is still relatively low, making it necessary to design a social campaign message that is both appropriate and effective in raising awareness about the importance of using sunscreen and the various impacts of UV exposure on human skin.

This research provides a solution through the design of a social campaign event called Sun Shine Fest, supported by various media such as billboards, neon boxes, x-banners, pennants, merchandise, and social media (Instagram). By combining these media channels, it is hoped that the campaign can reach a wide target audience, allowing the social campaign message to be conveyed broadly and effectively. Sun Shine Fest aims to instill the message about the importance of protecting the skin from UV exposure.

Keywords: *Social Campaign, Sunscreen Use, Teenage Girls*