

ABSTRACT

In today's growing digital era, the trend of using skincare is also increasingly popular, as well as among teenage high school students. They buy skincare with the hope of having healthy, clean, bright skin instantly. Various skincare promotion techniques are also multiplying, ranging from promotions from skinfluencers, affiliates, to other promos that make teenagers buy skincare products without knowing their skin type or the content of products that are suitable for their skin. This can certainly lead to various skin problems, such as acne, bruntusan, and irritation due to improper product use. This research aims to design information media in the form of zines that are interesting and easy to understand, to increase the awareness of high school students in Pekanbaru about the importance of using safe and appropriate skincare. The research method used is qualitative, observing the habits of using skincare by high school teenagers in Pekanbaru City, interviews with dermatologists, questionnaires with high school teenagers, and literature studies related to this phenomenon. Zine can be a suitable media because zine has a unique and creative visual form, using light language, so it is easy and follows the criteria of adolescents. Therefore, through this zine design, it is expected that high school students can be wiser in choosing and using skincare that is safe and in accordance with their skin condition.

Keywords: *awareness, high school students, Pekanbaru City, skincare use, zine*