

ABSTRACT

Perancangan Ambient Media: Pengaruh Mager Terhadap Kesehatan Remaja Sebagai Social Campaign

By

Mutiara Rahmadhina Haryanto

21105016

The development of technology has changed human habits, including decreasing physical activity in everyday life. The phenomenon of being lazy to move or a sedentary lifestyle known as "mager" is increasingly found, especially among teenagers. This habit has been normalized in society, even though it can have serious impacts on health such as obesity, diabetes, and increased risk of cancer. Although various health programs have been carried out by the government, the level of community participation in physical activity is still low. This phenomenon is also found in the campus environment of Telkom University Purwokerto, many students have a habit of being lazy and are less aware of its long-term impacts. Therefore, this study aims to design a social campaign about the dangers of being lazy to health through the application of ambient media. Ambient media was chosen because it can attract the attention of the audience with a unique approach that is different from conventional media. The research methods used in this study include literature studies, observations, and interviews with students as the target audience, while the analysis method used is 5W + 1H. It is hoped that the design of this ambient media can increase student awareness of the negative impacts of being lazy and encourage behavioral changes towards a more active lifestyle.

Kata Kunci: *ambient media, mager, health, social campaign*