

ABSTRACT

Coffee contains caffeine which has health benefits, one of which is to decrease diabetes. Indonesia was in the top 10 of the largest countries in the world of diabetics. From year to year, the diabetics data in Indonesia not only increased by number but also the rejuvenation of age. This is because people do not know how to lower diabetes that one of them is drinking coffee without sugar. The design of this campaign using qualitative methodology. Through the design of this campaign is expected that people can learn more about the benefits of coffee, as well as change the mindset of coffee with sugar into a black coffee without sugar, because it has health benefits with the right way and dose.

Keyword : Campaign, coffee, diabetes, health.