

Abstract

Currently the problem of obesity is increasing from year to year. The tendency for people to consume the instant food is one of the effects of technological progress which is also a factor of the surrounding environment that demands everything to be quick and easy. Design that uses the mainstream media is targeted application lasts for four months starting in January to April in the city of Bandung. Diet to find a solution that is simple and practical but it gives maximum results then design campaigns using qualitative research methods in data collection, namely the study of literature, interviews, observation, SWOT analysis method, AIO, and AISAS. Designing a campaign aimed at the target age of 19-30 years who settled in the city of Bandung with middle income and above. In this media designers will create informative persuasion strategies communicative fan to direct or influence the attitude of the audience and draw attention to drive to the main media applications as the main solution of the problems of the target audience.

Keywords: Social Campaign, Morning Banana Diet, Applications, Bandung