

## ABSTRACT

Nugroho, Prasetia. 1401120214. (2017). *"Drinking Tea Campaign Strategies as Neutralizing teh Consumption of Junk Food. Tehsis. Visual Communication Design Studies Program. Faculty of Creative Industries. Telkom University.*

*Aging organ diseases or so-called degenerative diseases are now becoming phenomenal and are happening at teh moment, which have a devastating effect on life and community patterns, especially in junk food consumption habits. Low level of awareness and public awareness in avoiding teh consumption of harmful food. Various data obtained through qualitative methods in teh form of observations, interviews, and community data that represents teh incidence rate of teh phenomenon. To solve tehse problems, offered a solution in teh form of drinking method in order to minimize teh harmful effects that cause degenerative diseases due to consumption of junk food. With teh hope of going forward, creating a healthy society and avoiding teh consumption of junk food and fighting disease to help teh government create a healthy society.*

*Keyword: Campaign, Strategy, Teenager, Tea, Disease, Degenerative.*