

## **ABSTRACT**

### ***DESIGNING CAMPAIGN OF SUGAR DANGER IN INSTANT TEA DRINK TO YOUNG ADULTS IN BANDUNG CITY***

*In today's modern times everything becomes more practical including foods and beverages. Tea that once were served as cultural legacy beverage that has some regulation to enjoyed now it can be bought as ready to drink in a bottle. However, the sugar ingredients is considered as high enough to consume in daily basis. If this high sugar is consumed consistently could cause some risk including cancer, obesity, and diabetes. According to KEMENKES RI, Indonesia is in 4<sup>th</sup> rank of most diabetes victims in world following India, China and America. West Java is one of the most victims with 10% of it's population. Diabetes is a disease that could infect everyone, regardless of the age. Therefore, a prevention campaign has to be done to decrease excessive sugar consumption among teenager. A prevention such as physical activity to burn glucose and fat also to utilize a tendency that excercise people does not drink a sweet beverage like ready to drink tea instead they drink water to replace the sweat. So, by persuading people to excercise, the consumption of ready to drink tea can be reduce and diabetes can be prevented on early stage. This campaign is addressed to teenager and young adults at 20-25 years old in Bandung that aimed to people aware the risk of excessive sugar consumption and it's impact. This campaign using qualitative methods at data collection such as observation, interview, literature study, AOI analysis and SWOT analysis. As a way to encourage teenager to do physical activity, a mobile apps is built. Other media also support this campaign cause and raise people awareness and change their lifestyle.*

*Keyword: Social Campaign, advertising, sugar, ready to drink tea, excercise*