

## **ABSTRACT**

Januarisman. 1401100060. 2015. *“The Design of Media Education as One Way to Change Behavior to be More Drinks Water for The End of Teenagers in The City of Bandung”*. Final Project. Visual Communication Design Department. Faculty of Creative Industries Telkom University.

*Health is one of a very important thing to note. But not uncommon this often forgotten by some people. One often forgotten is consuming drinking water. This research aims to understand how it is actually health behavior that occurs in about consumption of teenagers drinking water. This study using data collection method with qualitative analysis of narrative and descriptive analysis textural structural , found the presence of some cause of the irregularities health behavior that occurs in adolescents about consumption of fresh water therefore it needed a media education which can educate teenagers consume about the benefits of drinking water for health. This media education is called “Yuk Minum Air” , whereby messages are conveyed is want to start noticing health by drinking water so health stay awake. Media education is then in the form of using infographic style which distributed through social media network.*

*Keyword : drinking water, education, health, benefit, health behaviors, teenagers*