

## **ABSTRACT**

*Lack of sleep has become a familiar thing at this time. We need to know, sleep deprivation is very bad impact for health, even can increase the risk of death. According to general practitioner RS, Immanuel Dr. Santi said when interviewed that sleeping late at night or commonly we call "staying up" is part of the irregular sleeping hours and can impact sleep deprivation. The results of the survey that the authors do stay up and sleep deprivation many occur among students aged 18-25 years. Supported by questionnaires that writers do get 108 respondents, 80 percent who give respondents are students, as much as 100 percent have stayed up and often ignore sleep patterns, the reason for staying away from internet or online activities and do the task. According to general practitioner RS, Immanuel Dr. Santi when interviewed good time management is needed to overcome the solution of staying up late and sleep deprivation. Therefore, the authors designed a social campaign so that students can manage time and pay attention to sleep, by applying lifestyle 8 hours sleep, 8 hours work, 8 hours relax. In this study the authors use qualitative methods, observing the habits of students at night, the things that are done and to find a solution. The author makes a social campaign with the theme "be healthy, be smart" in the hope that students can pay attention to health and also can still be smart.*