

Abstract

When we get tired or active all day, putting a knuckle will be as favors. Many people believe that these activities can help us to deprive fatigue. Putting a knuckle makes space joints increasingly large. According a bone doctor from the Halmahera hospital in Bandung, the joints among bones with ligaments have the character of rubber which is elastic. If we continue doing it, going to happen the joints endothelium will be hard and difficult to be moved. In a research conducted in 2014 in Al-Islam hospital Bandung, the main complaint of osteoarthritis patients who came to get medical treatment are those with arthritis or joint pain, as much as 53,26 % of the total sample .

The research is carried out to prevent it through an event facilitated by main and supporting media. The purpose of research is to inform and build awareness especially to young people that the habit can cause disease named Osteoarthritis. The method used in research is a qualitative methodology.

From the analysis undertaken, writer makes a main medium namely video kinetic typography to deliver the message to the target audience assisted by the media supporting as posters and several other printed media including social media which be a medium of teenagers nowadays.

Keyword : *Joints, Al - islam Bandung hospital, Event, Media, Qualitative*

