

ABSTRACT

DESIGNING MEDIA CAMPAIGN ABOUT THE BENEFIT OF BANANA FOR AGES 18-24 YEARS IN BANDUNG

By: Anisa Dwi Hapsari

NIM: 1401130532

Diet is a method of managing time and eating portion in order to obtain nutritional needs remain stable, the reason for dieting come from different backgrounds. There are many methods to lose weight one of them is a strict diet that is by eating once a day, diet is a weight loss method that is most demanding college. Of course, these methods are not good for the body because it does not use the concept of a balanced nutritional diet. In the concept of a balanced nutritional diet contained on eating some fruits. Banana is a fruit that has a role in weight loss. A lot of research have said that fresh banana fruit has a variety of nutrients that are beneficial to the body. However, based on the analysis that has been done stating that not many college know the benefits of the banana fruit. This study was conducted with data collection methods such as observation, interviews, and literature as well and data analysis that being use is a comparative matrix. This research was conducted with the aim that the future of media campaign design can be accepted by the society, especially female students aged 18-24 years through social media. Hopefully, this campaign can add insight and knowledge and increase college interest to consume fresh bananas.

Keywords: Media Campaign, The Benefits of Bananas.