

## **ABSTRACT**

Worried is a natural condition that has ever been experienced by every human being, which is a form of feeling that arises when a person is at a point of fear or feeling threatened or other conditions that can trigger feelings of worry. Worried can be experienced by everyone at a certain time in their lives, Worried is a normal reaction that also arises in humans when they are depressed. But worried can be an unnatural thing experienced by someone if worry is felt to be very excessive and occurs in normal situations with unclear reasons, this feeling usually called Anxiety Disorder. Anxiety Disorder is an unnatural feeling of worry, sufferers usually often feel anxiety and worry about bad events that will occur even though nothing bad actually happened. Anxiety disorder can be treated first by the family and the person closest to the patient by knowing the initial step method called ALGEE. Riskesdas data in 2018 showed the prevalence of emotional mental disorders in the population aged 15 years and over in West Java reached 12%. The method used in this research is through qualitative methods in which data collection can be in the form of questionnaires, interviews as well as literature studies, from the parties concerned and produce an appropriate data and found the right way to convey the initial steps of handling information to the target audience. The design of this campaign aims to provide education to the public about the initial steps to deal with anxiety disorders in a creative way. This research will produce a health campaign using digital and conventional media to deliver its message to the public. With this campaign the authors hope that cases of mental health diseases such as Anxiety Disorder can be directly addressed and assisted so that sufferers have enthusiasm and recover quickly.

**Keywords : Anxiety, Campaign, Initial Step, Handle, Assist**