

ABSTRACT

Climate change is a phenomenon that occurs as a result of global warming on earth which has been going on significantly until it reaches the crisis stage. This warming occurs due to human activities which produce carbon emissions on a large scale and as a result geothermal heat is trapped in the atmosphere. This phenomenon requires a form of responsibility from humans themselves as a solution to the impacts caused by the climate crisis. However, the previous generation has failed to overcome climate problems, so the younger generation is able to take responsibility for the current problems. Today, teenagers feel and are aware of the impact of the climate, it's just that they don't understand the term climate crisis itself, which will pose a threat to their future. Teenagers are very influential in making a change. Their attitudes and habits will shape social conditions in the future. Teenagers are an investment in the future, they have time to get used to making changes. This campaign is designed as a new alternative to the existing environmental campaigns. By targeting youth as the audience, it is hoped that it will have a good impact for the future.

Keywords: Lifestyle, Climate Crisis, Environment, Teenager.