

ABSTRACT

DESIGNING VISUAL IDENTITY OF A CAMPAIGN ABOUT THE DANGERS OF SELF-DIAGNOSE IN TEENAGERS

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Disruption of someone's mental health makes that person feel different and is no longer the same when the mental health is in a good condition. Bekasi City is one of the cities in West Java that is facing mental health problems. Self-diagnosis has a negative impact on a person or even make the illness worst due to wrong diagnosis. The lack of care from public and closest person to people with mental disorders makes the sufferers unaware of how they need professional treatment and support from their surroundings. This study aims to describe social campaign visual media design that can raise awareness among teenagers about the dangers of self-diagnosis. As a results that the rate of misdiagnosis in mental illness will be low and teenagers will become aware of self-diagnosis. Methods of collecting data that used are descriptive qualitative, such as observation, interview, questionnaire, and literature study. The collected data was analyzed through comparison matrix that refers to five main topic, such as elements and principles of design. That five topics are valuable and helps in designing a proper Visual Media Social Campaign to achieve the goal and is expected to be the right solution for current issues.

Keywords: *Mental Health, Visual Media, Social Campaign, Visual Communication Design*