

ABSTRACT

Judging from the current conditions, people are increasingly aware of health issues. The discussions about mental health are generally experienced by adolescents who have problems with mental health but are unable to consult professionally by relying on information via the internet which they consider to be true. Trends or phenomena in self-diagnosis content tells stories about the mental health conditions they experience. Social media is a place for teenagers to convey their feelings. However, in this condition, society, especially adolescents, are less literate about health and less effective information media strategies regarding the dangers and bad actions of self-diagnosis. This research aims to design an educational campaign with the right creative strategy to convey campaign messages about the negative effects of self-diagnosis on adolescents in Bandung as well as proper and good visual design. The research method used is qualitative through observation, literature, questionnaire, and interviews. The theory used are FACET, AOI, and SWOT analysis. It is hoped that with a social campaign regarding the adverse effects of self-diagnosis for adolescents, especially in the city of Bandung, they will be wiser in choosing information on the internet and not making assumptions about health conditions, especially mental health.

Keywords: Adolescent, Bad impact, Mental health, Self-diagnosis, Social campaign.