

Abstract

Raising reading awareness among Indonesian youth is crucial today as it is a means of enhancing insight and critical thinking skills. This research and design aims to create a social campaign to raise awareness of reading interest among youth using video media, which will then be promoted through short videos on social media. This research method uses qualitative descriptive methods and the AISAS method to understand the full research. This method allows for a deeper understanding of the needs and habits of the youth who are the target audience. This campaign is also expected to make a significant contribution to changing the way youth view reading activities, increasing their literacy awareness, and supporting efforts to build a reading culture in today's era

.Keywords: *reading interest, social campaign, teenagers.*

