

ABSTRACT

PERANCANGAN KAMPANYE MENTAL HEALTH UNTUK PARA PEKERJA MUDA URBAN

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This study aims to design a social campaign in the form of a short 2D animated video about mental health awareness in the world of work, in which this social campaign was created as an educational tool for young workers who are experiencing burnout at work. This social campaign tries to solve problems that arise due to the feeling of burnout felt by young workers, as well as make people aware of mental health. It is hoped that with this social campaign in the form of a 2D animation video, by raising issues related to mental health, young workers will be able to become a forum for building social inclusion, become a forum that is sensitive to individual problems, and become a forum that has social support and solidarity.

Keywords: *Social Campaign, 2D Animation, Mental Health*

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