

## **ABSTRACT**

### **DESIGNING "UNCLOUD YOUR FUTURE: NO VAPING, BE HEALTHY" CAMPAIGN VIDEO THROUGH SOCIAL MEDIA**

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*This study discusses the VIDEO DESIGN OF THE "UNCLOUD YOUR FUTURE: NO VAPING, BE HEALTHY" CAMPAIGN THROUGH SOCIAL MEDIA, The "Uncloud Your Future: No Vaping, Be Healthy" campaign aims to raise awareness about the dangers of electronic smoking (vaping) among adolescents through social media. With an approach that combines audio and visual elements, the campaign seeks to encourage audiences to consider the negative impact of vaping on their health and future. Creative content disseminated through platforms such as Instagram and other social media emphasizes the strong message of "No Vaping, Be Healthy" and encourages people to take positive action in facing the challenges presented by the vaping phenomenon. Through powerful visualizations and compelling narratives, the campaign seeks to build a deep understanding of the risks associated with e-cigarette use, thus motivating adolescents and the general public to resist the temptation of vaping. By presenting relevant and inspiring information, this campaign aims to form a more critical and responsible attitude towards personal health and the future of the younger generation to increase the effectiveness of the campaign, we will use various supporting media such as booths, billboards, x banners, pins, hats, stickers, posters, lanyards, totebags, key chains. Thus, "Uncloud Your Future: No Vaping, Be Healthy" is an initiative with great potential in countering the growing trend of e-smoking among teenagers.*

**Key words:** social campaign, vaping, social media

References :

Publication Years :