ABSTRACT

DESIGN OF INFORMATION MEDIA HEDONIS LIFESTYLE

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Developments in science and technology make people unwittingly follow any kind of changes. Teens is a phase in which a person can be easily influenced by the surrounding environment. The influence of the environment can have an impact on a person's lifestyle, whether positive or negative. This report contains information about the media design teen bandung documentary about Hedon lifestyle in order for the target audience know Hedon lifestyle phenomenon both positive and negative sides.

Verbal approach used in the film is a narrative and speakers. Narrative use Indonesian in order to deliver information more easily and quickly understood by teens. The basic concept in lifestyle information Hedon is the use of positive adverb, namely the use of adverbs that are positive without any element of solicitation. "Positive Act, Happy Life" is a phrase that is chosen as the logo in the media Hedon lifestyle information.

Keywords: information, documentary, without persuasion, pleasure.