

## **ABSTRACT**

*Indonesia was ranked as the 5th largest producer tea in the world a few years ago, but now it dropped to 8th. Evaluation shows that the rate of consumption of the tea itself was relatively low, it is not comparable with the results of production. This is because still a few people who know the information, culture, and the benefits about tea. Whereas the high appreciated in several countries, not only because of the health benefits are good for the body, but also has the cultural and social values in different countries. While in Indonesia, although the drinks are easily obtained, but only a few who cultivate about tea. So it takes and made designing campaigns and be expected that people can recognize the benefits of information and further starting of the family's immediate environment. And in the end so that people can be attracted to familiarize himself with his family to drinking tea. Therefore, the target is the community, through families, and more precisely through the housewife in the family. The technique of collecting data through interviews, questionnaires, and literature, and based on data and facts that have been collected, it is still a little tea drinking habit that implement the joint in her own family. Tea drinking habits and cultural values here was different with culture in some other countries who have high appreciation of tea. Campaign is designed to overcome these problems have 3 steps of delivery, first is Awareness with the purpose of attracting the attention of the target that awareness of the campaign, second is Attitude as a conduit of information and also create confidence in what campaigned, and the last is Action as a concrete action in the form of the campaign. With this campaign is expected to run for the purpose for which was submitted housewife is supposed to bring tea drinking habit together can be entered into the family lifestyle.*

*Keyword : Accustom, Family, Tea*

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