

ABSTRACT

DESIGNING SOCIAL CAMPAIGN OF FREE FROM GLUTEN AND CASSEIN FOODS FOR CHILDREN WITH AUTISM

Autism is one of the developmental disorder characterized by the presence of delay in the areas of language, behavior, communication and social interaction. The number of people with autism increased every years. 75-80% persons with Autism experience mental rentaldasi he due to lack of awareness and knowledge about the application of mother food gluten-free and casein for autistic children, a result of foods containing gluten and casein may add kehiperaktifan and even great tantrum, then this research was conducted with the aim to identify the applicability of mothers against food gluten-free and casein. This research was conducted by means of qualitative research we conducted by means of observation and analysis using the matrix with some comparison with mutual campaign and also using facet model of effect model communication strategy. Based on the results of research it turned out that the application of the food is Gluten-free and casein this often cannot be done by parents especially mothers of autistic children themselves so that the necessity of application of food gluten-free and casein made by mothers who have autistic children.

Keywords : Autism, application for free gluten and cassein foods.