MAKE A CAMPAIGN OF CHILDREN EDUCATING GUIDANCE THAT REFER TO ISLAMIC TERMS BY COMICS IN SOCIAL MEDIA

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ABSTRACT

This campaign is caused of worry about the condition of Indonesian young generation at the future, that today have attacked of negative values like pornography, sexual abuse, unplanned parenting, and peer pressure. If we looked to the research of Kita dan Buah Hati Foundation, BKKBN, and Children National Committee of Indonesia, the results show us the facts if our children is so close to abuse contents and pornography from their gadget, social media, game, and application. From this facts, the one of many treatments should takes is educating the parents how to prevent their children from negative effects of time and technology today.

The challenged of time and technology have converted the lifestyle of many people. The factors as indicator are gadget as an primary needed, daily activities in social media, and technology development that decrease the social interaction. Furthermore, this conditions could be an effective campaign about children educating guidance for parents in social media.

Talked about social media, they developed by visual aspects. There are many social media that supported by values of image friendly. This factor make an opportunities to develop an visual campaign, especially with comics.

Comics chosen to make the campaign spread massively, and more easier to remembered by parents. Our hope the values of children educating guidance can help the parents in educating their children and prevent the Indonesian young generation from many negative values.

Keywords: Children Educating, Parenting Comics, Social Media Campaign

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