

ABSTRACT

Immunization is a way to acquire immunity through bacteria or virus that already attenuated and injected into human's body. "Bulan Imunisasi Anak Sekolah" program, also known as BIAS, is a booster immunization program or repetition of immunizations given at birth. BIAS immunization program is intended for elementary school children grade 1,2, and 3, but unfortunately many children are afraid to be injected and the problems occur in almost all primary schools complied BIAS program in Indonesia. Anxious children will cause problems during injection, such as; anxious child will frighten others, furthermore, it is a waste of time to inject one child and interrupt BIAS operation. Whereas, immunization is very important for children, namely, measles disease (grade 1), DT (grade 1), and Td (grade 1 and 2) are particularly vulnerable to school age. The aim of this study is to inform the importance of immunization through the visual communication suitable for children. The analysis will use qualitative methods, to find out more detail about the problems in BIAS program, and look for visual media that appropriate to the children, so that they can understand the benefits of immunization, and no more anxiety while injected. Storybook could deliver information about immunization to children.

Keywords: *Information Media, immunization, BIAS, children, storybook.*