

ABSTRACT

Public Service Advertisement of Prevention Caries Disease in Children by Animation

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Caries disease or commonly known as tooth decay is a disease phenomenon that are still common today in both Indonesia and the world. This disease can affect all ages, especially children. Caries has many negative effects for the sufferer, both short-term impact and long-term, such as pain and aches, decreased appetite, bad breath, decreased concentration, abscesses, and dental crowding. Perhaps the adults already know how to prevent caries disease, but what about the children?

The mindset of children are still modest and their curiosity is high becomes an opportunity to be able to educate them on how to prevent caries disease, other than that in an era of increasingly closely with the development of science and technology design, creative media that are intended for children increasingly varied, one of which is animated. Audio-visual aspects contained in the animated show made it well-liked, even for adults though. Based on these things, the authors chose animation as a form of public service announcements that can to educate children.

The authors tried to obtain the required data as image aspect, maker aspects, and aspects of the viewers. The data obtained will be analyzed later created the concept and design of the work-based animated public service announcements, so that the resulting work can be in accordance with the desired target both in terms of the needs of consumers and design aspects.

It is hoped the results of this final project design, will be able to educate children in preventing caries disease properly and can be used by dental health clinics, hospitals, health centers, child health non-governmental organization, or other parties as a means of outreach.

Keywords: Ads, Animation, Caries