

ABSTRACT
**DESIGN OF INFORMATION MEDIA THE IMPORTANCE OF
IMMUNIZATION FOR TODDLERS**

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Nowadays the infant mortality rate is quite high in Jombang exceeding three other major cities in East Java, namely Malang, Gresik and Surabaya. The high rate of infant mortality is due to the low public awareness of the importance of immunization to prevent children from various diseases that threaten their health. Therefore, this study conducted in order to design an attractive media information about the importance of immunization for children early on.

This study used data collection methods literature drawn from literature sources related to immunization, interviewing the sources of Airlangga Hospital Jombang, Jombang observation of people's habits and things that are synonymous with the community, as well as questionnaires. The data is processed by using a comparison matrix.

The results from this study is the level of community participation in education showed a high rate, but the level of understanding of the immunization community and government programs related to health is still very low. With these findings then the author made a motion vector based graphic attractive and contain complete information about basic immunization that is easily understood and will be played during the counseling in the villages so as to help improve the public's understanding of the complete basic immunization for toddlers.

Keywords: *Vector, motion graphics, infographics, immunization, complete basic immunization.*