

Abstract

Design Campaign of Maio Green Burger As Healthy Alternative Snack in Bandung

The culture of snacking are very popular among elementary student. They love snacking around the or consumed fast food. However, as time goes by, there are a lot of snack revolved is not healthy. Based on research data of BPOM (Institute of Food and Drugs Controlling), the cause of snacking from 2009-2014, the highest problem is due to microbial contamination, food additives, and used hazardous chemicals. According to the data survey of BPOM, a lot of snacks can contribute as much energy as 31.1%. Most of snacks don't contained good nutrition for children. Though children are needed nutrients for their daily energy. Designing this alternative campaigns about healthy snacks is to inform the public about healthy snacks for children. Event is as a major media that will be held to convey the campaign message and as an action. SWOT method is used to analyze the strengths and weaknesses of the media used. AISAS method is used for analyzing the entire media campaign, so the message can be conveyed to the public.

Keyword: Campaign, Jajanan Sehat, Burger, Bandung