

ABSTRACT

Children health and intelligence can be gained one of them is fulfillment by balanced nutrients. With a balanced nutrients in addition, it can keep children stay healthy and smart but also for the development and children growth, one of ways to fulfill child nutrition is to consume fruits everyday. Fruits contain vitamin and mineral that beneficial for children, especially when stepped on the early age (4 to 6 years). Yet, the problem, there are a lot of children with “picky eater” for fruits. This is caused by parents that rarely give it. So when they are grow adult they not used to eat fruits. Hence, it needed to designing a social campaign on consumption fruits everyday at Bandung city, with target parents are middle to lower reach. To know campaign strategy as well media proper target are used qualitative method by means of data collection namely observation, interview, questionnaire (survey), and literature study. The theory used among other are visual communication design, communication, campaign, advertising, development psychology early age child theory, and early adulthood theory, etc. The result of this campaign program are tvc / campaign video and several other supporting medias with using AISAS campaign strategy. Campaign "fruits everyday" aims to inform and recalled parents the importance of consuming fruits everyday for their children to satisfy the needs of children nutrients in their growth.

Keywords: Social Campaign, Nutrients, Fruits, TVc / Campaign Video.