

ABSTRACT

DESIGN CAMPAIGN ON HEALTHY AND NUTRITIOUS BREAKFAST FOR CHILDREN PRIMARY BANDUNG

Education both academically and practically is a learning process to equip people. An academic education in Indonesia has begun since a child enters primary school. Generally, to be able to continue to concentrate when studying the child should be helped to meet the nutritional intake in the morning with breakfast. However, 16.9 to 59% of school children in many major cities do not have breakfast with various factors. One of them is the lack of breakfast habits conducted by the parents, for example, is Bandung who has the fewest habit of breakfast is 66.7% compared to other major cities such as Jakarta, Surabaya, Medan, and Makassar in a row is 70, 2%, 69.9%, 70.7% and 72.0%. It is very important for doing a campaign for parents to encourage their children to get breakfast. Efforts made in this design use several qualitative research methods in data collection, namely the study of literature, interviews and AOI and SWOT analysis method. Designing a campaign aimed to target a housewife aged 25-35 who lived in Bandung. Approach and strategy of this campaign will be conducted by media, creative visual concepts that are tailored to the target.

Keywords: Campaign, Breakfast, Education.