

## **ABSTRACT**

This time gadgets have as a primary need, children, adolescents, adults up to the parents already have a gadget in his hands with diverse forms and diverse needs. Giving gadget to the child has been done by parents since children enter kindergarten age, the recognition is used as parents for interactive learning media. Besides the positive impact in facilitating the users, the gadget also has a negative impact in which to interact with gadgets, eyes focused on the screen. Advances in technology are increasingly sophisticated, coupled with a dish interesting application, certainly makes the gadget users can not be separated for use. The need for parents' role in regulating the use of gadgets on children and pay attention to his activities as the position is not correct, while lying down, viewed at a distance too close and the lighting is less unwittingly be bad for his health. Disruption that often occurs in the eyes of the children if too much activity close range is susceptible to eyestrain to myopia or nearsightedness. The author conducted data collection using qualitative methods (interviews and observations to the elementary school) and SWOT analysis. Therefore, the authors are interested in creating media design information on the importance of maintaining good eye health of children from excessive use of so-gadget. Media information in the form of a booklet which contains about how to maintain eye health by describing the activities of children in the use of gadgets, ranging from visibility, the correct position, the light settings, food consumption, and the suggestion eye exam by a doctor every 6-1 years.

Keywords: Booklet, Eye Damage, Design