

Abstract

“Ten Minutes Story Reading Movement For Children” Campaign Design By

**Ervitasari
1401120370**

Nowadays the numbers of domestic workers in Indonesia that have a family has increased. Many parents are so busy working, they handed over education affairs and child care to the school and caregivers causing the intensity of communication from parents to their children to decrease. In addition, these parents provided gadgets when they are working as a solution to make their child quiet or busy. The Ten Minutes Story Reading Movement for Children is a program initiated by the Ministry of Education and Culture (Kemdikbud). This movement is a program which has not been socialized to the public. Therefore, in order to help delivering the program which aims for the closeness between parents and to improve children's development through stories, a campaign media is needed. The methods used for data collection are observation, interview, literature study, and questionnaire. From the results of the data collection, the data is analyzed and finally concluded. The result is a campaign design for the Ten Minutes Story Reading Movement for Children and implemented in some media that is needed.

Key Words: Social Campaign, read the Story, Parents, Child