

ABTRACT

Indonesia is experiencing a crisis of children's songs, so the impact is quite bad for children psychologically in the future, hence the importance for children to listen to the songs of his age. But most parents are less able to access children's songs easily and safely, existing applications can bring improper content seen by children, such as Youtube. It is expected that the design of this child's song campaign, reduce the impact caused.

Keywords : Campaign, Kid's song, Early maturtnity