

## ABSTRACT

*Children's toys are an important educational medium for training in cognitive thinking, imagination, sense of art, emotional control and sensitivity and social responsibility. Toys are the most important part in the learning process for the growth of each child. Because by playing to stimulate the ability of motor and child language sensors. Playing can provide an opportunity for children to learn, especially in terms of problem solving and creativity. Toy products that are supposed to give joy, happiness even for children's education and toys are the opposite of the supposed function of the game. The cause of poisoning in children because the toys used include lead (plumbum) and paint (dye), mercury (Hg), cadmium (cd) and chromium (cr). Using qualitative methods to obtain a more in-depth data that is interactive and flexible to understand the phenomena that occur, SWOT Analysis Method, AISAS. So with the video motion graphic parents are aware of the dangers and impacts that are generated on educational toys for children who contain substances and choose to choose before buying it.*

*Keywords: Campaign, Educational Toys, Dangerous substance, Children, Jakarta*