

ABSTRACT

Social Campaign of Caries Prevention with Tooth Brush 30 Minute after Lunch

The high number of dental caries sufferers in Indonesia is quite worrying. Especially in the city of Bandung, as many as 26,245 primary school-aged children suffering from dental caries. One of the factors causing high numbers is due to lack of parental knowledge about dental caries, so do not know what the danger and how to prevent it. There have been many attempts by the government to reduce the number of dental caries, but the result is still many parents who have not realized the importance of preventing caries early on. Seeing these problems the authors plan to draft the design of "Social Campaign of Caries Prevention with Tooth Brush 30 Minute after Lunch". The author begins by collecting data through observation methods, interviews, and literature studies. To find campaign messages, I also do a similar campaign matrix analysis. The result, the authors found a campaign message that is "tooth brush, 30 minutes after lunch" with a creative strategy to hold an event called Active Cheers. The author also performs AISAS analysis to determine the right media. The campaign, which aims to educate this mother, is expected to be a caries prevention solution for children.

Keyword: Social campaign, toothbrush, dental caries, education