

## ABSTRACT

Zika's disease caused by Zika virus infection that spread to humans through the bite of an infected Aedes mosquito. Aedes mosquitoes which can transmit virus Zika is the same mosquito that transmits dengue, chikungunya, and yellow fever. In addition, sexual transmission was reported in 2 cases, as well as the discovery of Zika virus in semen at 1 case. Suspected transmission also can occur through blood transfusions and perinatal. The pathogenesis of this disease is still unclear, but the flavivirus transmitted by Aedes mosquitoes thought to replicate in dendritic cells close to the site of inoculation and then spread to the lymph nodes and into the bloodstream.

The virus was recorded to infect humans since 1952, the virus has become the world's attention because of epidemiological studies found an association with an increased incidence of birth defects (microcephaly) and neurological disorders (Guillain-Barre syndrome) after the Zika virus outbreak. There is no vaccine available until now, besides the spread of the virus Zika Already now extends into the region of Southeast Asia, Indonesia, precisely in Jambi city virus Zika has been found on case since 2015 ago, in addition Approximately 203 citizens of Singapore have been infected with the virus recently. Controlling and prevention are steps that could significantly reduce the risk of disease. As we know Indonesia is tropical country and people of it love to go travelling to a nearby country such as a Singapore so the spread of the virus need to be really aware, therefore the author plan to assembling a campaign about "Zika Virus Prevention specially for the travelers whom want to having trip to Singapore " The campaign aims to raise public awareness of the dangers of Zika virus and the importance of maintaining personal hygiene.

From the analysis undertaken, writer makes a main medium that called interactive internet to deliver the message to the target audience assisted by the media supporting as posters and several other printed media including social media which be a favorite media of traveler nowadays.

Keyword :Zika virus, Media, mikrosefali