

ABSTRACT

Obesity is overweight caused by the accumulation of fat is so high that making weight out of normal limits that can endanger health. Parents in the city of Jakarta tend to be busy with work often forget the nutritional intake required by children. As a result, children are obese, many of the effects of obesity are caused, children susceptible to diabetes, cholesterol when adults, and asthma, due to the narrowing of the lungs caused by the buildup of plaque due to frequent consumption of oily food. In addition, there are psychological effects caused by obesity in children, among them are, vulnerable children affected by bullying, learning problems in children, sleep disorders, behavioral disorders of children, and the last child vulnerable to depression. Based on the results of RISKESDAS 2007-2013, the number of obese children in Jakarta continues to increase from year to year. In the design process, methods in data collection using observation methods to the Ministry of Health, nutritionist interviews and literature study. The results of this design is to create Obese Children's Healthy Free event which contains positive activities that is, healthy gymnastics, education about child obesity and healthy culinary bazaar. The media used are printed posters, digital posters, banners, handbooks, booths, stage, animation and merchandise in the form of t-shirts, tumblers, lunch boxes, stickers, and tote bags. The purpose of this design is to provide education to parents about the dangers of obesity in children, as well as providing information on prevention of obesity in children through social campaigns based on visual communication design

Keywords: Social Campaign, Education, Obesity, Children, Parents, Jakarta