

ABSTRACT

Injury Prevention Campaign Pedophilia Through Democratic Parenting

The high cases of sexual assaults on children referring to pedophiles, Pedophile is a sexual orientation disorders that have only desire to children. One of the factors the child was subjected to pedophilia is parent's parenting mistakes, as well as less familiar with his or her parents will impact and prevention of paedophilia. See the issues the author is planning on putting together the design of "Pedophile Victims Fall Prevention Campaign Through Democratic Parenting". The authors begin by collecting data through observation, interviews, and the study of literature. To find the message of the campaign, the author also did a similar campaign matrix analysis. As a result, the author finds the message of the campaign is "Hati ke Hati Amankan Buah Hati" with a strategy of creating video that touches the emotions and events booth Tiati. Bu, which emphasize keyword campaigns as the main message. The author uses the strategy campaign analyst facets for conducting this campaign. This campaign aims to let the parents be more aware of the middle-aged pedophile and could prevent it starting from changing his or her wrong parenting

Keyword: social Campaign, sexual assaults on Children, pedophilia, education