

## ABSTRACT

### SEHATI CAMPAIGN AS AN EFFORT TO PROTECT CHILDREN FROM GADGET ADDICTION IN DIGITAL ERA

Gadgets is a device that is used for the purpose as a communication tool that helps human work in some aspects but nowadays gadget users not only come from among adults lately is very rampant seen that children are still categorized as early age has started carrying gadgets everywhere of course this can not be separated from the behavior of his parents who deliberately gave the device. This behavior is not impossible will cause some impact on the child's growth. Referring to previous research is needed a solution creative parenting 3B for parents to no longer give the gadget as a medium of entertainment the baby. The target audience of this campaign is the community Bandung and parents who have children aged 5 - 8 years. this research uses qualitative method with questionnaire distribution method, observation and interview using matrix analysis along with communication strategy Facet Model effect . Continue by doing visual execution and is expected through this campaign parents begin to change behavior in other words this campaign can be a solution of the issues raised.

*Keyword: Gadget, Parents, Children , Creative Parenting 3B*