

ABSTRACT

Junk food is a high fiber diet high in fat, salt and sugar that causes various diseases and dependencies especially in children aged six to 12 years. According Riskesdas (2013), the most eating consumed by children under the age of ten years is seasoning flavor foods, fatty, and sweets. Apparently, this can happen because 70% of various diseases, especially obesity derived from environmental factors is one of the factors of parenting parents (especially the pattern of feeding) and one of them are junk food. On the other hand, mothers fed junk food because of its practical presentation and the high appetite of children. PT. Almega Sejahtera, stated that Visual affects appetite. With the problems that exist, Eat the Rainbow Method or the method of eating vegetables and fruits of colors can be a solution to prevent junk food. Although, the eating behavior of vegetables in children under 10 years is low and the desire of mothers who want to process vegetables and fruits but feel confuse. Eat the Rainbow Campaign can be the solution to process vegetables and fruits dynamically in a practical way and fun without confusing. The design of this campaign uses qualitative methods to find out the right strategy for this Campaign. With the research conducted, the FACET method is used as a media strategy. From the use of Applications for Mother to processing vegetables and fruits with Dynamic, Flexible and Fun way with various media to support the Campaign. All the campaigns are expected to make children avoid of junk food addiction

Keyword: Health Campaign, Eat the Rainbow, Junk Food, Dynamic, Flexible, Fun

