

ABSTRACT

Child laborers are boy and girl under the age of 18 and actively engaged in any money-making work. The increasing number of child laborers, many due to family economic factors that have difficulty. Family economic difficulties affect work productivity to be low, vulnerable to disease, poor nutrition needs, and unfinished education. There are some communities who participate through an institution that is created to assist them but still have some obstacles that hamper the task and the functions of the agency. Data collection method that writer use in designing this campaign media that is using observation method, interview, questionnaire, literature study, comparison matrix analysis and conclusion as method of data analysis. The purpose of this campaign is to invite the people of West Java to assist in efforts to reduce the number of child laborers in West Java by informing them that fulfilling the rights of the child is primary and more concerned about the impact of working children.

Keywords: Child Labor, Media Design, Campaign