

## **ABSTRACT**

*There are toys that contain elements of harmful substances and there are still many toys that do not meet the Indonesian National Standard. According to YLKI who have carried out the lab test, of 21 toys taken from traditional markets, maina shops, and modern markets almost all types of toys contain dangerous substances and have not met SNI. According to YLKI there are still many SNI logos on toy packaging that can be falsified, and there are still parents who do not know the importance of SNI. Based on this background, the author designed a social campaign to provide new information to the target audience about choosing toys that are safe for children. The author designs this social campaign with the message "safe toys, first check the SNI". With the application as the main media, this application aims to examine the SNI label contained in the toy packaging so that parents know the toy is registered or not in BSN.*