

ABSTRACT

DESIGNING A CAMPAIGN OF PNEUMONIA PREVENTION TO TODDLERS WITH VENTILATED HEALTHILY HOUSE IN BANDUNG

Pneumonia is an infection that inflames the air sacs in lungs and fill them with fluid. This disease is caused by bacteria, virus and fungi. Pneumonia often found in toddler and infant under 2 years old. Based on previous research suggested that mother needs to know and understands pneumonia to tackle this disease for toddlers. This research was aimed to design a campaign that increase mother awareness about pneumonia. This research used Facet model of effect to design the campaign and take AOI as consideration in the creative strategy of this campaign .The result of this research is to design campaign that guides mother to have ventilated and healthy environment at home to prevent pneumonia. Visualization of this campaign used black, white and red as a color to give firm impression. Event, poster, printed media and social media is used to support this campaign.

Key Word : Campaign,*Pneumonia*, Toddler