

## **ABSTRACT**

*Playing is a necessity for children that are useful for the process of physical and mental development of children. But along with the development of technology, children's play patterns also change. Modern games are now more attractive to children, resulting in a lack of physical activity performed by children. This lack of physical activity can lead to obesity in children. Obesity occurs as energy entering through food is higher than the energy released through physical activity. The simplest and easiest way of prevention is to change the pattern of playing the child by playing with a traditional game that prioritizes physical activity to playing it. The design of this campaign is intended for parents in the city of Jakarta in order to change the pattern of playing his/her children. This campaign using qualitative method in collecting data such like observation, literature studies, interview, AOI and SWOT analysis. This campaign is doing with creative media and visual concept that adjusted to the target. The main media of this campaign are posters as a media of information and a traditional game play festival as a means of providing hands-on experience and educating targets about this campaign. Supporting media is used to direct the target to this event.*

*Keyword : Campaign, Obesity, Children, Play*