

## ABSTRACT

One part of the body's organs that is important to maintain health is the eye. The eye is one of the senses that is important for humans who function to see. At present, eye disorders are more susceptible to attacking children who attend primary school even though eye health is important for children because it plays a role in the process of growth and development. Eye health disorders in elementary school children can cause a variety of negative effects. For example, children have difficulty reading, performance in school decreases, and disturbed social and emotional development. Disorders such as nearsightedness, farsightedness, and cylinders are among the most common in primary school children. Parents play an important role in maintaining the health of the child's eyes. Unfortunately, parental knowledge and attitudes towards children's eye health are still low. Parents often underestimate when children experience symptoms in the eye. For example, when children use the gadget for too long, causing tired eyes, dry eyes, and eye refraction abnormalities. In this design, the author uses several methods in data collection such as observation, interview, questionnaire and literature study. While the analytical method used is matrix analysis. The expected results of this design are elementary school children and parents can further increase their awareness and knowledge about the importance of maintaining eye health in elementary school children.

Keywords : Education Media, Eye Health, Child, Parents