

ABSTRACT

The lifestyle adopted by society continues to change, influenced by developments over time and technology. This lifestyle includes daily activities, to things used in daily life to carry out activities. Gadgets are one of the most widely used tools or media today. Its use is said to be very widespread, proven by its users regardless of age, starting from children to adults. However, behind the ease that can be felt from using gadgets, there are several things that must be considered, including the use of gadgets in early childhood. Children who are exposed to gadgets at a very young age can be easily influenced, both in positive and negative connotations. However, in the face of negative impacts that are more strongly felt by children who use gadgets, education on the use of gadgets in early childhood is considered very crucial and necessary to increase adult concern and awareness of the negative impacts of gadgets on children. From this phenomenon, the social campaign for the use of gadgets in early childhood is designed as a forum for parents to receive further education and a means to educate their children. The research method used in designing this campaign is a qualitative method, including observation, interviews, questionnaires and literature studies. The data obtained will then be processed using the AOI, AISAS and matrix methods. The campaign is designed to be an educational event with several event sections, consisting of a main stage which will be filled with educational segments, an exploration area for children to play and socialize, as well as a consultation room for parents and experts. From this campaign, the benefits obtained are constructive education, both for parents and children regarding the gadget phenomenon.

Keywords: Campaign, Brand Activation, Gadget Addiction, Early Childhood, Bebelac Gold 3.