

ABSTRACT

Infancy is a critical period, therefore the intake of nutrients in children under five year old should be balanced in portions and nutrient content. So that children can grow up bright, healthy, and not susceptible to diseases. Conditions of malnutrition during this period will lead to the development of the brain that can not be repaired. Disruption of physical growth and intellectual development led to the state of losing quality of human resources. Nutrient content and complex nutrients, especially omega-3 in fish are needed by toddler to support the growth of their intelligence and their health. One type of fish that contain high omega-3 and affordable is milkfish, it contains of 14.2% omega-3 (Center for Fisheries Research and Development Quality, 1996). But there are still many people, especially the parents, who don't know the content of omega-3 in bandeng. Therefore, base on the case should be made a campaign. The campaign is called "Bandeng Superfish", targetting middle economic (SES B) moms with toddlers under five year old. To find out how the campaign will be suitable to the target audience, this campaign uses some theories such as campaign theory, AISAS theory, visual communication design theory, and consumer behavior theory. The campaign "Bandeng Superfish" aims to educate parents and make parents more aware about the content of omega-3 in milkfish, which are relatively in affordable price, so that later milkfish can be used as the main food nutrient-rich brain for their toddler.

Keywords: *Milkfish, Omega-3, Brain Nutrition, Campaign, Website.*