

ABSTRACT

DESIGNING A CAMPAIGN OF STUNTING PREVENTION USING 1000 DAY OF LIFE METHOD

The number of stunting patients in Indonesia is still quite high. Lack of knowledge and awareness of young mothers on balanced nutritional intake during pregnancy which triggers the occurrence of malnutrition and lead to stunting. This case can be prevented by the holding of the Golden Age Campaign that is 1000 Days of Life. Using the qualitative method of finding out how to properly provide information to overcome from malnutrition, as well as diet that is not regulated by the mother during pregnancy and reminded the danger of stunting. The design of this campaign aims to provide a new touch in the health campaign so that the stunting case can be overcome in a creative way. The result of this research is social campaign conducted using integrated campaign model, utilizing various media from conventional to digital media, with main media in the form of event. It is hoped that this campaign model can help as an illustration for visual communication designers in solving similar problems.

Keywords: Social campaign, Advertising, Lack of Nutrition, Stunting, 1000 Day of Life.