ABSTRACT

DESIGN OF SOCIAL CAMPAIGN COMMUNICATION PARENT AND CHILDREN

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The issue of communication between parents and children that happen in nuclear family consisting of father, mother and child. When parents think they are already enough to educate their children by giving their wishes. Parents have responsibility to fulfill their child needs but the problem is the parents think already felt enough to give attention by giving their child want, but in reality children that the way they've been thought they would be mentally and emotionally weak. To avoid this happen it would require the awareness of parents regarding educate their children who are still in the developing stage.

Social campaign will be the perfect solution to realize the behavior of parents in communication and attention in children. Parents are busy working and just focus on their job in the office. Therefore the design for this campaign will encourage parents and children do activities together to improve communication with parents and children, so the parents will be easier to get the main message.

Keyword : Campaign, Communication, Parent, Child