

ABSTRACT

DKI Jakarta Province belongs to the 5 worst nutrition in Indonesia. It is supported by the level of consumption of fish communities in the region of DKI Jakarta only reached 0.97%. In addition, the lack of knowledge of mothers in particular to cultivate fish so bored, lifestyle in the city who think eating meat is more classy than fish, as well as the myths that circulate in the community on the dangers of eating fish while pregnant. Although based on a questionnaire distributed to women aged 25-40 years were ever pregnant or in DKI Jakarta, 70.4% know the benefits of eating fish during pregnancy and the level of consumption of the fish still lacking because only one Once a month. When eating fish good for the development and growth of the body because fish contain lots of protein, unsaturated fats are easily digestible, vitamins, minerals, and omega 3, 6, and 9. The content is highly recommended for people especially pregnant women and children during growth or on the first day of 1000 lives (1000 HPK).

Based on these issues, required a redesign of the campaign to provide education to the community especially mothers in the region of DKI Jakarta to consume sea fish as a side dish on the menu food at least twice a week. The design of the campaign is conducted with the SWOT analysis and the technique of facet model effect.

Keyword : *campaign, fish, 1000 HPK*