

ABSTRACT

Cases of violence against children according to the KPAI has been a concern and emergency in Indonesia. Many events were conducted by those who are closest to children especially parents who should give the best treatment of parenting. Based on the background, the author designed a social campaign with a hug as a solution for building the real emotional closeness between parents and child. The author used three methods for data collection, i.e. interview with psychologists and P2TP2A Bandung, observation of the target audience in PAUD Dayeuhkolot, and dissemination of the questionnaire to mothers who have children of the golden age. The author designed a social campaign themed "make real affection" as a way for parents to have more awareness and realize how important a good parenting as well could reduce the distorted way of educating children.

Keywords : Social campaign, Hugs, Parenting, The Golden Age Child