

ABSTRACT

PORNOGRAPHY PREVENTION CAMPAIGN DESIGN TO PRIMARY SCHOOL IN BANDUNG

The Children's of grade 4 - 6 elementary school holders of phone callers have been exposed to pornography. The internal cause of easy child pornografi victims is the psychological state of children who experience BLAST (Boring, Lonely, Afraid, Angry, Stress, Tired). In a BLAST state the child is difficult to control himself and can not distinguish good and bad. Not infrequently children seek their own entertainment and eventually fall into the world of the internet, and entered into the trap of pornography. The psychological state of this child can be prevented by the BEST parenting pattern and directs the child to do a lot of positive things. With the qualitative method of finding how to give the right information how to prevent children from the danger of pornography. The design of this campaign aims to provide new motivations in social campaigns so that cases of pornographic addicts can be overcome in a wise way. The result of this research is, social campaign conducted using integrated campaign model, with main media in the form of event. It is hoped that this campaign can help as an illustration for visual communication designers in solving similar problems.

Keywords: Social campaign, Advertising, Pornography In Children, BLAST, Brain Damage.