

ABSTRACT

The ability of speaking is really important to child's life as a need to be part of a society, unfortunately parents often forget to stimulate children speaking skill, that leads to speech delayed for them. Speech delayed is one of one of the most common obstacles and developmental disorders found in children, with an incidence rate of 5-15% in pre-children. There are 5 big cities in Indonesia with high indeks, the highest one is 8 up until 33% (Jakarta, Bandung, Bali, Surabaya). Lack of understanding and action to stimulate children caused speech delay. This Campaign project will be done as a solution to the lack of parents' understanding. This campaign uses qualitative methods as data collection, : observation, interview, and literature study. The data will be analyzed with Matrix Method and *Facet Model of Effect* is chosen as combination model and then going into strategy formulation. This campaign message is persuasion for parents to spare time to stimulate the ability of children speech. The name of the campaign is "Ruang Bicara untuk SiKecil" or "Speech Space for Children" and will be held in Bandung.

Keyword: Campaign, Parents, Children, Speech, Stimulation.