

ABSTRACT

Complementary feeding is the stage after the mother gives exclusive breastfeeding to the baby and given to the baby after 6 months. The complementary feeding's food should from homemade, and there is no need for additional preservatives. But there are still many mothers who provide Instant Food as an alternative food for complementary feeding, which causes high obesity infant in Indonesia. Idiopathic factors (such as Dietary Habit, Activity Pattern, Rest Pattern) accounted for 10% of obesity cases for Infant. In Jakarta area, Obesity Case in Toddlers amounted to 75,680 children and focusing in South Jakarta area with a total of 7,038 children. Obesity in Infants can lead to growth disorders and child development, Movements are slower and less exploration opportunities, triggering diabetes and high blood pressure if the obesity continues until they grow up. After seeing the result, the author plan to make a campaign "The Right Way of Complementary Feeding with Baby Lead Weaning Method Campaign Design" As a result, the authors designed a social campaign by using an integrated campaign model, utilizing various conventional and non-conventional media, with mainstream media of event and Ambient Media. The author hope that this model of the campaign can help reduce the case of Obesity in Infants.

Keyword : Social Campaign, Obesity in Infant, Baby Led Weaning method