

ABSTRACT

Campaigns to Educate Early Childhood Characters Using the Fairy Tale Method

Nowadays many parties demand the increasing of intensity and quality of character education implementation in formal education institution. The demands are based on a growing social phenomenon, namely the increasing juvenile delinquency in society, such as mass fights and other cases of moral decadence. Even in certain big cities, these symptoms have arrived at a very unsettling level. Early age is the Golden Ages period where the child's brain development is very rapid as well as its character. At this time parents are required to stimulate the development of children's intelligence to form noble characters. But what about the current situation that makes parents have to work outside the home and cause a lack of intensity to meet and interact directly with children. For Bandung City, more than half are young parents who work fulltime outside the home. Fairy tales can shape the character of the child because the child will be invited to communicate directly 2 directions, so that children will be more freely mengemukakan opinions and expressions, can build emotional intelligence tap children, to form to be able to empathize, inculcate the values of life and important lessons of each story brought by the child. Designing a campaign for storytelling to educate children 's character from an early age to become the first step for the future of children in the future. The process of designing this campaign uses qualitative methods, by collecting data with literature studies and interviews. Then analyzed with matrix and AOI methods and formulation of message and media strategies using the Facet Effect Model. Next, it is executed visually to carry out the expected campaign activities. This is expected to be the solution for the issues being raised.

Keywords: Campaign, Storytelling, Character.