

ABSTRACT

WISELY USING GADGET FOR PARENTS IN FAMILY ENVIRONMENT CAMPAIGN DESIGN

A gadget is a device that functions primarily to ease human communication. However, nowadays there are pretty many people that use gadget unwisely, they are too busy with their own gadget and tend to neglect their environment roughly. This behavior also occurs in the family environment, which caused some negative effects. One of which is causing increasingly difficult direct interaction between family members. Based on existing research, it requires an understanding for the parents in order to understand the negative impact if they too excessively use gadget. Therefore, it will raise their awareness to change their behavior, and they become wiser when choosing the time to use gadget. This study uses qualitative methods by collecting data through observation, interview, questionnaire, and using the communication strategy design Facet Model of Effects afterwards. The consideration of creative strategy is packaged in a visual form that has focus on the child's feeling, when their parents use gadget too much in front of them, as well as using various media, among posters, video, and other supporting medias.

Keyword: *Gadget, Parents, Children*