

## **ABSTRACT**

The lack of attention and concern of the people on the importance of providing vaccine to their under 5 years of age children is one of the probable cause that creates such the high degree of the death of those children who are attacked by various kinds of virus that threatening their health today and in the future. Considering that, the study is conducted to find out the people's preference to focus their interest on information media, in terms of aspects which are taken into account in designing an attractive information media of the importance of vaccination, in order for the people, particularly parents having under 5 years of age children in Bandung, to start taking care of their children's health. The methodology used in the study is data collection methods such as observation, interviews, and literature study. Data are then manipulated qualitatively. The output of the study is a vector based Electronic Guide Book which contains comprehensive important information related with vaccination, which is attractive and easy to comprehend for those parents.

**Keywords:** Vaccination, Parents, Children, Media.