

ABSTRACT

Reading is the activity of perceiving, analyzing, and interpreting the reader to get the message the writer wants to convey in the written media. However, even though reading has many benefits that can be taken and can get broad insights through literacy, interest in reading in Indonesia is still low, especially in Bandung. The final report entitled "Campaign Design to Increase Reading Interest in Children in Bandung City with Gadgets as Reading Media" aims to increase reading interest by optimizing gadgets as reading media, because the index of reading interest in West Java, especially in Bandung, is still low compared to other cities. So, the solution to this problem is by designing a social campaign. The method used is a qualitative method in collecting data in the form of documentation data, photos, observations, and interviews. This design is aimed at the target audience of parents from the upper middle social class in the city of Bandung. Then the author will carry out a creative campaign strategy and social media in accordance with the target audience so that the campaign objectives are achieved to target targets in the city of Bandung.

Keywords: *Reading, Reading Interest, Gadget*