ABSTRACT

In this design the author is based on the phenomenon of children playing gadgets where and when parents are busy working. They cannot supervise their children's activities in playing gadgets. Because of this, the children becomes unable to control the time in playing gadgets. Therefore, the author designed an information media in a social campaign to invite parents to supervise their children when playing gadgets to be wiser in using their time. The problems in this design are, (1) The lack of knowledge of parents about the dangers of playing excessive gadgets so that it results in the child's psychological condition and ability to socialize, (2) Parents who are actively working which result in not being able to monitor their children's activities in playing gadgets because they are unable to monitor children's gadget usage time for a maximum of 30 minutes a day. In addition, this design has the following objectives: (1) To provide information to parents about the effects of excessive use of gadgets on children, (2) To increase education for parents about the effects of excessive use of gadgets so that they are wiser in using their time when playing gadgets. There are also research methods used in this design, including observation by observing an event, library studies where the authors seek information from books, the internet and journals and the last is interviews where the authors seek information by communicating with sources. The author also uses the matrix analysis method. The results of the design of this information media are in the form of digital posters that have a message concept about the dangers of excessive use of gadgets in children which contains the consequences of using excessive online games on gadgets. By using semi-realist illustration styles. This design also has the benefit of providing information as a means monitoring children from excessive use of gadget to be wiser in using their time.

Keywords: Social Campaign, Information Media, Gadget, Gadget Break, Parents