

## **ABSTRACT**

The Ministry of Maritime Affairs and Fisheries is currently actively involved in the Movement to Increase Fish Consumption (GEMARIKAN). In 2015, Indonesia's national fish consumption was 41.11 kg/capita/year. This figure is still far below Malaysia's fish consumption level of 70 kg/capita/year (Detik Finance, 2017). The low consumption of fish in Indonesia clearly requires attention from various groups.. Considering that fish is a food source that contains lots of nutrients such as protein and Omega-3 which are beneficial for brain development, especially for children who are growing and can prevent stunting. Methods of data collection using interviews, observation, questionnaires, and literature study. While the method of analysis using AISAS and AOI. The result of this final design is the Kreasikan Rasa cooking event. The supporting media are posters, videos, Instagram feeds, and merchandise. It is hoped that this campaign will increase parents' awareness to provide their children with nutritious food to prevent stunting.

Keywords : AISAS, Biolysin, gemarikan, social campaign