

Abstract

*Toxoplasmosis, caused by the parasite *Toxoplasma gondii*, poses a significant public health threat in developing countries, including Indonesia. The prevalence of toxoplasmosis in Jakarta is notably high, with the majority of cases found among pregnant women, which can lead to severe consequences for the fetus, including congenital defects and miscarriage. This study aims to design a creative health campaign strategy using the Health Belief Model (HBM) approach to raise awareness about toxoplasmosis prevention among pregnant women aged 20–35 years. This research adopts a qualitative method with a design thinking approach, involving surveys, interviews, questionnaires, and an analysis of HBM constructs, such as perceived risk, benefits, barriers, cues to action, and self-efficacy.*

The results recommend a social media-based campaign supported by conventional media such as posters in healthcare facilities. By utilizing an emotionally-driven creative strategy with a fear-arousing approach, the campaign is designed to raise awareness, motivate behavioral change, and establish a personal connection with the target audience. This approach is expected to enhance pregnant women's knowledge of toxoplasmosis, encourage preventive actions, and ultimately reduce the prevalence of toxoplasmosis in Jakarta.

Keywords: Toxoplasmosis, Health Belief Model, Health Campaign, Pregnant Women, Social Media.