

ABSTRACT

DESIGNING A STUNTING PREVENTION COMMUNITY SERVICE ADVERTISEMENT VIDEO IN BANYUMAS REGENCY

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Stunting is one of the main health problems that threatens the young generation of Indonesia. This is supported by the latest stunting prevalence data which shows a figure of 24.4% in 2021 then to 21.6% in 2022. This design aims to design a public service advertisement video to prevent stunting in Banyumas Regency. This study uses qualitative methods and data collection through interviews and literature studies. Based on research, stunting is caused by several factors, one of which is parenting patterns. In designing this public service advertisement video, the story of young people who lose their future due to the impact of stunting will be raised. This research is expected to be a medium for public education and an effective effort to prevent stunting.

Keyword : *stunting, campaign, Public service announcement*