

**FINAL PROJECT**

**DESIGNING A SOCIAL CAMPAIGN FOR DIABETES PREVENTION  
FOR CHILDREN AGED 7-11 YEARS**

**To Fulfill the Requirements for Obtaining a Bachelor's Degree (S-1)**



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**FACULTY OF ARCHITECTURE AND DESIGN**

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" EAST JAVA**

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FOR CHILDREN AGED 7-11 YEARS

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FOR CHILDREN AGED 7-11 YEARS**

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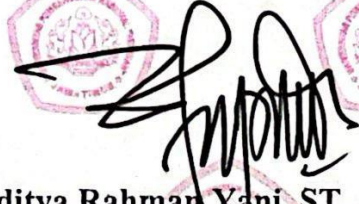
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I declare that in this scientific document of Final Project/~~Thesis/Dissertation~~\* there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

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Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, June 10, 2025

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## ABSTRACT

Diabetes has become a growing health issue, even affecting primary school-aged children, with long-term impacts on their quality of life and health. The primary causes include excessive consumption of sugary foods and beverages and a lack of awareness about healthy lifestyle habits. Children aged 7-11 often have limited knowledge about diabetes prevention, making it essential to conduct an educational campaign that is engaging, communicative, and suitable for their cognitive development.

The campaign design process involved field observations in schools, interviews with teachers and parents, and a literature review on children's eating habits and physical activity. Data analysis identified gaps in children's understanding of diabetes and health, leading to the development of a fun and interactive campaign concept. The campaign uses simple language, bright visuals, and engaging elements like games and quizzes to facilitate learning in an enjoyable way.

The analysis showed that children aged 7-11 are more engaged with visual content and interactive activities. Therefore, the campaign incorporates features such as challenges, quizzes, and appealing visuals to help children understand the importance of maintaining good health. Additionally, it utilizes social media and educational apps that children commonly use, making it accessible and modern. The campaign also educates children on the risks of excessive sugar consumption while promoting healthy eating and physical activity.

The campaign aims to improve children's understanding of maintaining a healthy lifestyle and reduce the risk of diabetes. It encourages children to adopt healthy eating habits, increase physical activity, and avoid harmful behaviors such as excessive sugar intake. With its interactive and enjoyable approach, the campaign aims to reduce the prevalence of diabetes among children in Surabaya and Indonesia.

**Keywords:** Educational campaign, diabetes, healthy lifestyle, social media, children aged 7-11 years.

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This report discusses the design of a social campaign aimed at educating children aged 7-11 years about the dangers of diabetes and the importance of adopting a healthy lifestyle as a preventive measure. This topic was chosen based on the increasing prevalence of type 2 diabetes among children, as well as the lack of educational media that can effectively capture children's attention, be informative, and be easily understood according to their cognitive development stage.

The author acknowledges that this report would not have been completed without the guidance, support, and assistance from various parties. Therefore, the author expresses the deepest gratitude to :

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Surabaya, June 10, 2025

author

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