

FINAL PROJECT

**EDUCATIONAL CAMPAIGN THROUGH CREATIVE ACTIVITIES TO
REDUCE THE NEGATIVE IMPACT OF GADGETS ON THE EYES OF
CHILDREN AGED 5-10 YEARS**

To Fullfill Partial requirements for Obtaining a Bachelor's degree (S-1)



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APPROVAL PAGE

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REDUCE THE NEGATIVE IMPACT OF GADGETS ON THE EYES OF
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AGREEMENT PAGE

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PENELEH AS MUSEUM EDUCATION MEDIA**

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I declare that in this scientific document of Final Project 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.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Thesis/Dissertation, I am willing to accept sanctions in accordance with applicable laws and regulations.

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

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Who Made the Statement



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ABSTRACT

The rapid development of digital technology has changed people's activity patterns, including young children who are now no stranger to using gadgets in their daily lives. Even though gadgets provide benefits in terms of education and entertainment, excessive use of gadgets can have a negative impact on children's eye health. Based on survey data and observation results, most children aged 5-10 years in Indonesia use gadgets for more than one hour per day without special supervision from their parents.

This design aims to optimize an educational campaign that focuses on increasing public awareness regarding the importance of maintaining children's eye health due to excessive exposure to gadget screens. The approach used is a qualitative method, which includes field observations, interviews with health workers and distributing questionnaires to the community. The research results show that there is still a lack of public understanding and knowledge regarding the risks of using gadgets on children's eyes.

The design of this campaign uses the concept of "Educational Campaign Through Creative Activities", namely using a visual approach that is interactive, communicative and fun for young children. The media produced includes educational Posters, children's interactive media, and social media-based digital media which are designed with a bright, illustrative visual style and easy-to-understand language. The campaign communication strategy is based on the AISAS (Attention, Interest, Search, Action, Share) model to attract attention, interest, participation, and disseminate information widely in society.

The final results of this design show that a creative activity approach can increase the involvement of children and parents in understanding the importance of maintaining eye health in young children. This campaign not only provides visual education, but also creates a fun and participatory learning experience. Thus, it is hoped that this design can become an effective educational campaign media to encourage wise behavior in using gadgets and maintain children's eye health from an early age.

Keywords: educational campaigns, children's eye health, gadgets, creative activities, visual communication, and interactive design.

FOREWORD

Praise be to Allah SWT for His grace, guidance, and grace so that the final project report with the title **”Education Campaign Through Creative Activities to Reduce the Negative Impact of Gadgets on the Eyes of Children Aged 5-10 Years”** as one of the requirements to obtain a bachelor’s degree can be completed properly.

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