ABSTRAK

PERANCANGAN KAMPANYE PEMERIKSAAN GIGI SEJAK DINI UNTUK ANAK SEKOLAH DASAR

Oleh
Desy Amelia
NRP 0964131


Maka dari itu, tujuan perancangan ini adalah untuk memberikan edukasi terhadap anak tentang pentingnya pemeriksaan gigi ke dokter melalui media yang informatif dan interaktif. Manfaat perancangan ini adalah agar anak dapat mengetahui pentingnya memeriksakan gigi secara rutin dan akibatnya apabila terlalu lama menahan rasa sakit gigi berkepanjangan.

Metode yang digunakan ialah melalui metode kuantitatif penyebaran kuesioner untuk mendapatkan data-data terkait perencanaan pengadaan program kampanye sosial yang informatif dan interaktif bagi anak usia dini supaya tidak takut dengan profesi dokter gigi. Diharapkan melalui perancangan media alternatif berupa panggung boneka dapat menjadi pendukung program sesuai dengan target pada kampanye pemeriksaan gigi sejak dini untuk anak usia sekolah dasar di Kota Bandung.

Kata kunci : Anak usia sekolah dasar, Bandung, dokter gigi, kampanye, kesehatan gigi.
ABSTRACT

Designing A Campaign of Early Dental Check Up to Primary School Students

Submitted by
Desy Amelia
0964131

Along the progress of time, people have a desire to have healthy, strong, and beautiful teeth. Through regular dental examinations we can maintain our healthy body. However, most people are afraid to go to the dentist because they are scared of the possible pain. The fear is so great that it makes some people choose to remain in pain and endure the toothache rather than seeing a dentist immediately. Moreover, unhealthy dental and oral can be a risk to get heart disease, tooth infection, stroke, and even cancer.

Therefore, the purpose of this scheme is to provide education to the children about the importance of dental checkups to the doctor through informative and interactive media. The benefit of this design is for children to know the importance of regular dental check and consequently, if too long withstand prolonged tooth pain.

The method used is through a quantitative method for distributing a questionnaire to obtain data related to the planning of social campaign programs which are informative and interactive for young children so that they are not afraid of the dental profession. Hopefully, through the design of alternative media in the form of a puppet show can be a supporting program in accordance with the target on the early dental checkups campaign for primary school children in the city of Bandung.

Keywords: Bandung, campaign, dentist, primary school children, tooth health.
# DAFTAR ISI

HALAMAN JUDUL ........................................................................................................ i
LEMBAR PENGESAHAN ......................................................................................... ii
PERNYATAAN ORISINALITAS KARYA DAN LAPORAN .............................. iii
PERNYATAAN PUBLIKASI LAPORAN .............................................................. iv
KATA PENGANTAR ............................................................................................... v
ABSTRAK ................................................................................................................ vi
DAFTAR ISI ............................................................................................................ vii
DAFTAR GAMBAR .................................................................................................. xi
DAFTAR TABEL ...................................................................................................... xiii

BAB 1 : PENDAHULUAN ....................................................................................... 1
  1.1. Latar Belakang Masalah ............................................................................. 1
  1.2 Permasalahan dan Ruang Lingkup ............................................................. 2
  1.3 Tujuan Perancangan .................................................................................. 2
  1.4 Sumber dan Teknik Pengumpulan Data ...................................................... 2
  1.5 Skema Perancangan .................................................................................. 4

BAB II : LANDASAN TEORI ............................................................................... 5
  2.1 Kampanye ................................................................................................... 5
     2.1.1 Jenis-Jenis Kampanye ........................................................................ 6
     2.1.2 Teknik Kampanye ............................................................................. 7
  2.2 Kedokteran Gigi .......................................................................................... 9
     2.2.1 Kedokteran Gigi Anak ....................................................................... 9
     2.2.2 Periode Pertumbuhan Gigi Anak ....................................................... 10
  2.3 Psikologi Anak ............................................................................................ 11
     2.3.1 Fase Perkembangan Anak ................................................................. 12
     2.3.2 Prinsip Perkembangan Anak .............................................................. 12
     2.3.3 Tugas Masa Perkembangan Anak .................................................... 13
     2.3.4 Pembelajaran Pada Anak ................................................................. 13
2.4 Ilustrasi .................................................................................................................. 14
  2.4.1 Jenis-Jenis Ilustrasi ......................................................................................... 16
  2.4.2 Tahapan Menggambar Ilustrasi ...................................................................... 17

BAB III : DATA DAN ANALISIS MASALAH

3.1 Data dan Fakta ...................................................................................................... 19
  3.1.1 Perusahaan atau Lembaga Terkait ................................................................. 19
  3.1.2 Hasil Riset Kuesioner .................................................................................... 21
  3.1.3 Tinjauan Proyek Sejenis .................................................................................. 24

3.2 Analisis Data Terhadap Permasalahan Berdasarkan Data dan Fakta .............. 27
  3.2.1 Analisis Data .................................................................................................... 27
  3.2.2 Analisis STP ...................................................................................................... 28
  3.2.3 Analisis SWOT .................................................................................................. 29

BAB IV : PEMECAHAN MASALAH ......................................................................... 30

4.1 Konsep Komunikasi .............................................................................................. 30
4.2 Konsep Kreatif ........................................................................................................ 30
4.3 Konsep Media .......................................................................................................... 33
4.4 Hasil Karya .............................................................................................................. 37

BAB V : PENUTUP ...................................................................................................... 52

5.1 Simpulan ................................................................................................................ 52
5.2 Saran ........................................................................................................................ 52
  5.2.1 Saran Penulis untuk Perancangan Tugas Akhir .............................................. 52
  5.2.2 Saran Penguji untuk Perancangan Tugas Akhir ............................................. 53

DAFTAR PUSTAKA .................................................................................................... 56
LAMPIRAN ................................................................................................................ 58
DAFTAR GAMBAR

Gambar 1.1 Skema Perancangan ................................................................. 4
Gambar 3.1 Logo Yayasan Kesehatan Gigi Anak Indonesia (YKGAI) .......... 19
Gambar 3.2 Diagram Hasil Riset Kuesioner 1 ........................................ 22
Gambar 3.3 Diagram Hasil Riset Kuesioner 2 ........................................ 22
Gambar 3.4 Diagram Hasil Riset Kuesioner 3 ........................................ 23
Gambar 3.5 Diagram Hasil Riset Kuesioner 4 ........................................ 23
Gambar 3.6 Diagram Hasil Riset Kuesioner 5 ........................................ 24
Gambar 3.7 Iklan Kampanye Pepsodent Sikat Gigi Siang dan Malam ........ 25
Gambar 3.8 Kampanye Formula Ibu dan Anak ....................................... 26
Gambar 4.1 Tipografi Candy Shop Black ................................................ 32
Gambar 4.2 Tipografi Century .................................................................. 33
Gambar 4.3 Logo Kampanye ..................................................................... 39
Gambar 4.4 Maskot Kampanye ................................................................. 39
Gambar 4.5 Poster Awareness 1 ............................................................... 40
Gambar 4.6 Poster Awareness 2 ............................................................... 41
Gambar 4.7 Poster Reminding ................................................................. 42
Gambar 4.8 Poster Event ........................................................................ 43
Gambar 4.9 Poster Informing ................................................................. 44
Gambar 4.10 X-baner ............................................................................ 45
Gambar 4.11 Sticker Line ........................................................................ 46
Gambar 4.12 T-shirt ................................................................................ 47
Gambar 4.13 Gantungan Kunci ............................................................... 48
Gambar 4.14 Hiasan Pensil ...................................................................... 49
Gambar 4.15 Tote Bag ............................................................................ 50
DAFTAR TABEL

Tabel 4.17  Budgeting Kampanye ................................................................. 52
Tabel 4.18  Timeline Kampanye .................................................................. 53