

Designing a Campaign of Speech Delayed to the Children for Parents in Bandung

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Abstract. The ability of speaking is really important to child's life as a need to be part of a society, unfortunately parents often forget to stimulate children speaking skill that leads to speech delayed for them. Speech delayed is one of one of the most common obstacles and developmental disorders found in children, with an incidence rate of 5-15% in pre-children. There are 5 big cities in Indonesia with high index, the highest one is 8 up until 33% (Jakarta, Bandung, Bali, and Surabaya). Lack of understanding and action to stimulate children caused speech delay. This Campaign project will be done as a solution to the lack of parents' understanding. This campaign uses qualitative method as data collection, observation, interview, and literature study. The data will be analyzed with Matrix Method and Facet Model of Effect is chosen as communication model and then going into strategy formulation. This campaign message is a persuasion for parents to spare time to stimulate the ability of children speech. The name of the campaign is "Ruang Bicara untuk SiKecil" or "Speech Space for Children" and will be held in Bandung.

Keywords: Campaign, Parents, Children, Speech, Stimulation.

1 Introduction

The presence of a child in a family is priceless happiness for parents. First growth period the child is important and requires supervision over parents. At the time it takes the special needs such as physical, social and spiritual, also at that time was the period leading to the maturity of the child. For that it needs the support of all of the parents to support early child growth and capabilities. As well as the ability to talk, is important as the need to be part of a social group. But not all the growth period of children running well and smoothly. There are obstacles that can be experienced, such as speech delayed (speech delayed) is one of the many obstacles encountered in child growth. These obstacles are increasing every day with 5-15% of the incidence data in the non-school children. so as to remind speech delayed disturbance still in situation which still not handled properly, it could be as parent who have child late to talk experience difficulties to take care of child, so also teacher educate him. The main cause of speech delayed, is lack of stimulation of speech and communication. The other factors are, entertainment and environmental such as watching television alone, gadget, parenting, friendship, the use of bilingual language, brain development disorders and hearing loss. Five big cities in Indonesia are indicated to be cities with bigger number 8-33%. In Jakarta it is

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estimated that 21% and case studies are contained 10 is not knowing speech delayed. Because parents should be aware of the growth of children talking, remembering if late realized and dealt with early will result in disturbance of intelligence and behavior. By giving education or knowledge for parents about speech delayed. Then for the handlers of children who are detected to experience delay in speech there are several ways of handling one of them is with speech therapy that can be done or a small therapy that can be done at home, but the main thing is the role of parents to take the time so small can talk to take him and give stimulus to improve children's speech. And this is what makes the author, want to create activities "Designing a Campaign of Speech Delayed to the Children for Parents".

2 Basic Design Theory

2.1. Campaign

Rogers and Storey say that the campaign is a form of action in planned communication creating a certain impact for a large number of audiences, on a continuous basis within a certain time [1]. Where in its activities in communication campaign there must be four basic namely:

- The act of campaigning is intended to be able to effect certain impacts,
- The number of targeted audiences is large
- Focused within a certain time
- Passing through some communication actions that must be organized

2.2. Advertising

R. S. Alexander says, advertising or defined in the form of communication is not personnel for product, service, organization or payment of ideas from sponsors. Where to follow the mass media (radio, magazines, TV, newspapers) that can send a message to a large number of individual groups at the same time [2].

2.3. Child Growth

The gradual, imaginative and dynamic process in infants is grown. It needs to be regularly and periodically for monitoring so that the potential can be maximized.

2.4. Speech Delayed

Speaking means to give opinions with words. Speech is to convey information through the sound of language. Basic needs for the community because by talking to someone can communicate and convey all the contents and ideas of the mind.

2.5. Design of Visual Communication

Design of Visual Communications is a science with the pupose to study the concepts of creative expression and communication through the media to convey ideas visually and its message. Graphic elements are processed ranging from images, shapes, composition, order letters and layouts. So that idea can be accepted by individual or group as target of message recipient [3].

2.6. Media

Broadly the media is an element consisting of humans, events and materials that build conditions that can make a person acquire skills, attitudes and knowledge R. S. Alexander says, advertising or defined in the form of communication is not personnel for product, service, organization or payment of ideas from sponsors. Where to follow the mass media (radio, magazines, TV, newspapers) that can send a message to a large number of individual groups at the same time [2].

2.7. Color

Color is a complementary picture can represent the heart of the artist's heart to communicate. Become an element to feel sensitivity and can cause a sense of emotion, joy, spirit, or sad [3].

3 Research Methods and Data Analysis

3.1. Research Methods

The method used to conduct this research is, qualitative method, with the foundation of postpositive philosophy, used to research for the state of natural objects. The method of data collecting is carried out by combining triangulation, analyzing the data is cultivative / inductive, and the result of research more presses the meaning of the generalization.

3.2. Data and Analysis

In Indonesia itself according to Dr.dr. Eddy Fadlyana, chairman of UKK Growing Social Development-Pediatrics IDAI level of speech disorder in children in 5 big cities (Jakarta, Bandung, Bali, Surabaya), in Indonesia reached 8-33%. Therefore, parents should be vigilant about the development of their children's talk because if this delay is not handled early, will result in disturbance of intelligence and behavior. The case study in Bandung can be seen from the small discussion forum given by Dra.Yosrika, A.Md TW a speech therapist in Suryakanti Bandung foundation, some parents do not understand about the delay of speech (speech delay), there are 10 mothers 7 of them do not know about speech delay, from what the symptoms start, what age, and the impact that both long-term and short-term if not addressed immediately. The main cause of speech delayed, ie lack of stimulation or stimulation of speech and communication. As for other factors that cause delays in talking to children is rarely the communication, entertainment and environmental factors such as watching television, gadgets, parenting, friendship, the use of bilingual language, brain development disorders, hearing impairment. The impact of the delay in talking to children is very important for the future, how children's risks are late in talking that late-talking children have a much greater risk of experiencing psychiatric and behavioral problems. So do not play games if we find our children who are late to talk.

If seen from the data above object is about the delay talk to the child, which was needed more knowledge for the parents as the main actors in stimulate children so as not to experience obstacles in growth. The knowledge or education needed to prevent parents is aware of signs or indicators that interfere with communication and speech in children. As well as knowledge handling of children who have been indelibly exposed to delayed speech obstacles, to reduce anxiety and panic parents who worry can cause wrong handling and make the child more complicated. In interviews conducted by the authors to the target audience is

the parent (mother) with the criteria of having children aged 6 months-6thn produce that is 3 of 5 mothers do not know about speech delayed, 3 of them admitted his son was late to talk but did not know the term speech delayed. Though the age of children between the two mothers have stepped on the age of 3.5 years and 4 years. Both mothers whose children indicated delay in speech only found out when asked if their children could say a sentence of 6 words, and it cannot be up to 4 words. The rest of the two mothers knew about late talk and the term speech delayed on child growth.

3.3. Result and Target Audience

3.3.1 Target Audience Data

- Geographical

The target audience for the design of the speech delayed campaign in this child covers the area of Bandung, because the view PaveLensi large events occur in Indonesia where one of them is Bandung.

- Demographic

Age: 24 - 37 years

Female gender

Job: Housewife, Employee

Education: Elementary, Junior High, High School and Lecture

Social Class: Medium (B).

- Psychographic

In terms of psychographic, the target audience has a hobby of surfing the internet (digital), sensitive to technological developments and access information via the Internet and gadget. Love traveling with family.

4 Design Concept

4.1. Communication Strategy

Based on the concept of a big idea, the purpose of communication is to persuade parents aged 24-37 years who included in the early adult group to raise awareness about obstacles in child growth one of them is delayed speech or speech delayed. Persuasion strategy that will be done is with an event that can help campaigning social and health issues. So worries and late handling of parents about the child.

4.2. Message Strategy

The messages that will be given to the target audience are obtained based on interviews, observations, matrix analysis and SWOT analysis of similar campaigns. Where the solution is to have more time and started from home, by stimulating / stimulating / train children's speech skills. And from a mother as the first and closest person to the child by providing information related knowledge speech delayed, then how to know or detect early and appropriate step to do prevention and handling (treatment), give the right stimulus, so that obstacle of speech delay (speech delayed) can be resolved early on.

Message: "Luangkan waktu untuk anak bisa bicara."

Tagline: "Beri Ruang dan Bantu Stimulus kemampuan Bicara Sikecil."

4.3. Media Strategy

Media to be created is a medium with the use of Facet Model Effects method. According Moriarty said that effective advertising will create six tipers consumer response that hear/see, feel, think / understand, believe, connect and act [4]. Everything works together to create a response to the brand message. These six effects are shiny surface facets like crystals or diamonds that together form the consumer's response to advertising messages. The effect is holistic, giving an impression, or perception that represents how the message effect works together to create the expected consumer response. The media used are the main information media and supporting media, in the main media there are posters, handbook, social media, video, and x banner. While on the supporting media there is merchandise.

4.4. Visual Strategy

The results of the target audience analysis are useful for knowing which media to use, what type of design is preferred, what to do, the dominant colors preferred and many other things. As well as generate a visual style moodboard to be created such as:



Fig. 1. Moodboard Target Audience, Font Poest One, Font Janda Manatee Solid, Calibri (Source: Google, Pinterest, Instagram).

In choosing typography to be used in visuals, the author chooses a decorative and sans serif typeface. In order not to look rigid and one theme with visuals that will be used later. So that the design will be generated into an interesting unity.

Color is one of the important elements in making works. The target audience in this campaign is the parent, so the selection of the target colors for mothers and fathers is taken from the moodboard tone. Where color is chosen that describes softness, warmth, happy, cheerful, and also describes children's favorite color. Then choose the color: yellow, pink, blue and white.



Fig. 2. Color Tone (Source: Author Document)

4.5. Design Result

4.5.1 Logo

A logo is the characteristic or identity of a product, service or company. Similar to the campaign logo above, which is becoming the identity for the design of speech delayed campaigns in children. In the process of designing the logo of this campaign, inspired by the form of a bubble of words that swell upwards. The talk room for the little one becomes the

name for this campaign activity, where the word "Rubicus" is the logo type for this activity.



Fig. 3. Logo and poster (Source: Author Documents)

4.5.2 Poster

In print ads/posters have their respective functions, namely as attention gather, informing, educating, and persuading. Although each has its own fungsi, it still remains a visual key. In the process of designing also the author to do a rough sketch to find the appropriate proportions and in accordance with the message to be conveyed also. The poster is put in the perception phase, the target audience gets attention.

4.5.3 Handbook

Handbooks designated as handbooks/parcels for parents containing information, and education for parents about speech delayed. This handbook is the same as a flyer, but in the form of a compact book such as an ergonomic pocket book that can be brought by the audience to read in the future.



Fig. 4. Handbook (Source: Author Documents)

4.5.4 Social Media

Get the attention of target audiences who often use social media applications. By providing content that builds the emotional, creativity and target audience of the audience.



Fig. 5. Daily social media contents (Source: Author Documents)

4.5.5 Video

The video is made to draw the attention of the target audience with the current phenomenon, as well as give back memories of the first moments / moments as small as saying the first word.



Fig. 6. Video (Source: Author Documents)

4.5.6 X-Banner

The X-banner will contain an image that contains information about the campaign event and is placed in places that are frequently visited by target audiences.



Fig. 7. X-Banner and event poster (Source: Author Documents)

4.5.7 Event

Events are created to introduce directly and provide a direct understanding for parents about speech delayed in children. The event is also the highlight of this campaign event.



Fig. 8. Event venue (Source: Author Documents)

4.5.8 Merchandise

Merchandise which will be distributed to all participants after event event event is finished.



Fig. 9. Merchandise Rubicus (Source: Author Documents)

His campaign will be held for 5 weeks. The application of media is tailored to Facet Model Effect. Here's the media implementation schedule for this campaign:

Media	Minggu ke-				
	1	2	3	4	5
Poster	■	■	■	■	
Handbook		■	■	■	■
Video		■	■	■	■
Sosial Media	■				
Merchandise					■
Event					■

Fig. 10. Activities Timeline (Source: Author Documents)

5 Conclusions

Based on the results of the previous chapter discussions, it can be concluded that the delay in talking to children 5-15%. To the pre-school age children, the most frequent cause of the lack of stimulation and interaction of parents to invite children to speak, and also the lack of knowledge of what kind of parent which should be done when the child is experiencing speech delayed. For that required the design of the campaign "Speech Delayed In Children" parents in the city of Bandung, which is entered one of the major cities in Indonesia with high speech delay figures. From the target audience insight that is the parent especially the mother who hopes to maximize spare time by stimulating the ability to talk child, but do not know what step what to do exactly. Therefore, researchers find solutions by providing good information from social media that can be viewed by parents who are active with social media, and also create an event that directly provides direct experience to parents about how to handle children late to talk and how to prevent it too.

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