

## **Campaign to Introduce Children Yoga to The Mothers in Bandung City**

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### **ABSTRACT**

Childhood is the time when a person grows rapidly. Unfortunately, children nowadays watch too much television that they do not exercise enough. As a result, they do not grow as rapidly as they are supposed to, such as their bone and muscle growth as well as their sensory and motoric nerve and their ability to concentrate. Yoga for children is an exercise with many benefits for children's physical and mental growth. Therefore, this social campaign was created to introduce yoga for children towards mothers in the city of Bandung to invite them into doing yoga at home with their children as a routine. The design method used in this campaign is using visual style of "Children Visual Language and Children Drawing" with event as its main media and supporting medias such as: poster, flyer, magazine, website, social media, gadget application and gimmicks. The aim of this campaign design is promoting healthy growth and development for children after they do yoga for children along with their mothers.

Keywords: Children, Exercise, Growth, Mother, Yoga.

### **ABSTRAK**

*Masa kanak-kanak merupakan masa dimana pertumbuhan dan perkembangan seseorang terjadi secara pesat. Sayangnya, kini banyak anak-anak yang memiliki kebiasaan buruk yaitu terlalu banyak menonton televisi sehingga kurang berolahraga. Akibatnya, pertumbuhan dan perkembangan mereka pun terhambat seperti pertumbuhan tulang dan otot, perkembangan saraf sensorik dan motorik serta kemampuan berkonsentrasi. Yoga anak merupakan sebuah olahraga yang memiliki banyak manfaat untuk pertumbuhan dan perkembangan anak, baik fisik maupun mental. Oleh karena itu, dibuat perancangan kampanye sosial yang memperkenalkan yoga anak kepada para ibu di kota Bandung untuk mengajak mereka melakukan yoga anak bersama anaknya di rumah secara rutin. Metode perancangan visual dalam kampanye ini menggunakan gaya visual Bahasa Rupa dan Gambar Anak dengan media utama event dan media pendukung yang terdiri dari poster, flyer, majalah, website, media sosial, aplikasi gadget dan gimmick. Tujuan perancangan kampanye ini adalah anak-anak tumbuh dan berkembang dengan baik setelah melakukan yoga anak secara rutin bersama ibu.*

*Kata kunci: Anak-anak, Ibu, Olahraga, Pertumbuhan, Yoga.*

## **INTRODUCTION**

Childhood which is between 6-12 years old is the transition process from pre-school to elementary school (SD). In this period, a process of rapid growth and development is occurs. Good growth and development will make the children mature as individuals, both in character and physically.

According to a survey conducted by the authors in February 2106, in Bandung to 100 parents and upper middle class who have children aged 6-12 years, it revealed that the most activity of children do at home, with a percentage of 75% was watching television. Very low sports frequencies and never use excessive energy in children's body making them become hyperactive and fat. In addition, the lack of activity can interrupt the growth of children.

Child psychologist, Maria Yuni Megarini, M.Si., PSIK (2016) in a conducted interview, revealed that the dynamic television shows can reduced children's ability to keep silence to concentrate on learning, consequently it could lower the children's performance in school. In this regard parents' parenting is very important to support more positive activities for children, one of which is through yoga for children. A children's yoga instructor, Mrs. Ives Harbour Patriani (2016) revealed that a yoga for children can practice the body balance associated with children's focus and concentration; breathing exercises performed in these activities can also help the child to control his emotions.

Based on the facts above, the problem that need to be solved is, the design of social campaign to introduce yoga for children towards mother in Bandung city, therefore they can do children's yoga with their child regularly.

## **THEORICAL REVIEW AND DESIGN METHOD**

### **I. Campaign**

Campaign is an act that is carried out simultaneously to make an action. While social is associated with the community. Social campaign can be defined as the act of communication that is programmed, planned which aims to create a certain effect on the majority of people that is sustainable and within a certain period "(Rogers, 1987 Storey: 7 in Andrea 2016: 2).

The campaign type selected in this design took the campaign introduced by Charles U. Larson, namely ideological or cause- campaigns which oriented to the goals that are specific and having social change dimensions, often referred to as social change campaigns (Ruslan, 2008)

While the campaign model is used as a communication effort to facilitate the understanding about sending and delivering process of campaign messages using the model of Leon Ostergaard's campaign. This campaign is linked to aspect of knowledge, attitude and behavior that can be referred as "3A", namely Awareness, Attitude and Action (Yates, 2016).

Starting with the Awareness phase to attract attention and making people aware of the things that need to be campaigned, then followed by Attitude phase to provide more

detailed information about the communication message to be conveyed, so it will cause a sense of joy and awareness on things to be campaigned. The final stage is the Action stage which reminds the public about the communication messages that have been delivered before with the expectation of behavioral changes that does not only occurs once but sustainable.

## II. Language Arts and Kids Drawing

Visual language is commonly a picture or a visual works which tell a story. Visual studies are needed to comprehend the children drawings, primitive man collages, the pre-historic paintings, temple reliefs, wayang beber, shadow puppets and wayang golek, illustration, advertising images, movies, soap operas, and other storytelling visual artworks. Professor Primadi divides human visual works into two, namely RWD (Ruang Waktu Datar) dan NPM (Naturalis-Perspektif-Moment Opname).

Children's drawing is closer to the RWD drawing style, where each object of different space and time can be represented together in a theme. In the RWD image is also, as if moving images and tells without isolated in a frame. In contrast to the NPM drawing style that is closer to the European style of images, which describe a scene where a still picture and drawn in one perspective. (Tabarani, 2005). Children drawing develops according to the growth of age and has unique and distinctive characteristics. The table below illustrates the children drawings development according to age.

Age	Drawing Development	Visual Language Development
2-3 years	Meaningless scratch.	A new sensation of fingers trace.
3-4 years	Scratches with basic meaning.	Outer space, various times, various space.
4-5 years	Emphasis on certain parts of the object.	+, Shifted, dynamic, direction / distance / time, looked typical, certain parts of the object are formed enlarged others are ignored.
5-6 years	Simple scheme, the top-down concept.	+, Up - down, bottom edge of the paper = ground lines.
6-7 years	Scheme development, as the sensory integration development. The concept of space and time development.	+, ground lines, no perspective, simplified (distilir). Parts of-visual language used at once, top-down.
7-8 years	Emphasize on important object.	+, Important object is enlarged, X- ray.
8-9 years	Various times and space.	+, The background layer, multi ground lines, twins, multi images, lying, round, flat impression, decorative.
9-10 years	Eyes begin to play a bigger role, originally more for details.	+, More detailed details of the objects drawn.

10-11 years	Drawing besides result of imagination, begin to form a record of events.	As if a naturalist, but used at once a variety of visual languages mentioned above.
11-13 years	Time of crisis, when "war" between eye sensory incipient with other senses	Characteristics: occurrence of space drawing are overlapping, children confused between RWD system with NPM system.

Table 2.1 Development of visual language and Children's drawings.  
Source: Tabarani, 2005: 4

### III. Yoga for Children

Yoga for children is a sport, which consists of breathing exercises, and a series of poses done delicately and consecutive, starting of warming, the core movement, and relaxation. Each pose has benefits on both for the growth and development for children. Yoga for children is different from adult yoga. Yoga for children does not involve too complicated poses. Simple poses that are prepared for children and performed by playing, storytelling, singing and dancing so it wouldn't be boring.

The following are seven examples of children's yoga poses

1. Hands to feet pose  
Children sit with legs straight out ahead of them. Ask them to hold their toes without bending their knees. This yoga poses is to train to stretch their muscles. This pose is very good because it helps children to grow taller and increase blood circulation in the body as well.
2. Butterfly pose / Sukhasana  
Allow the child to sit on the mat or on the floor with the legs stretched. Then fold legs inwards so the two legs facing each other. The butterfly pose a can cause a pleasant feeling as stretching exercises for thigh muscle.
3. Mountain pose / Tadasana  
Child stand up with his hands above his head. This pose can improve concentration for children, the body balance and also improve their posture defects.
4. Cobra pose / Bhujangasana  
The child lies down with the belly facing the floor and lift the upper body by imposing body on the arm like push-ups. This is a yoga pose that could strengthen the spinal cord of children, improve flexibility and help digest food faster.
5. Swan pose / Dhanurasana  
Children usually would be happy with this pose because they replicate swan and flying away. The child's body lay at the belly bottom, then fold the legs at the knees and let the children lift their upper body with the arms to support weight. Make sure children to look up at the sky. This pose can make good blood circulation and makes children more alert.
6. Dog looks down pose / Adho Mukha  
Make children to crawl like a dog with his head bowed down. These poses can improve blood circulation and strengthen the neck. (Anonim,2013)

## DISCUSSION

### I. Segmentation, Targeting, Positioning

The segmentation of the campaign is Mothers in Bandung city aged 29-45 years who have children aged 6-12 years old. Working as an entrepreneur / employee with education level of high school / college and having a social status AB / B. By psychographic, the mothers interested in the development of children's intelligence and likes things that are related to health. They have a habit of hanging out with friends, learning new things, likes to follow developments and have cooking hobby. Positioning the campaign "Kids Yoga With Mom" is an educational yoga campaign for children (ages 6-12 years) which is easy, fun and can be done with mom.

### II. Communications concept

The campaign "Kids Yoga With Mom" is an educational yoga campaign for children (ages 6-12 years) which is easy, fun and can be done with mom.

The campaign "Kids Yoga With Mom" is divided into three stages, namely:

1. Awareness  
At this stage the strategy designed is to draw attention of campaign's goals regarding children's yoga, to become aware about the existence of yoga for children.
2. Attitude  
At this stage the strategy which is designed to create a campaign targets to determine deeper information about yoga for children, which main event is in the form of holding seminars and yoga training for children.
3. Action  
A strategy designed at this stage is to remind the mothers to do yoga together with her children regularly.

### III. Creative Concept

#### 3.1. Visual Concept

##### A. Logo



Figure 3.1 The campaign logo  
Source: The work of the designer



Figure 3.2 Alternatives logo  
Source: The work of the designer

The logo on this campaign uses illustration techniques. A logo illustrates a mother and child who doing yoga together and formed love which underlies a mother invites her child doing yoga which is love. The logo uses a model of mother and child doing yoga. The mother clothes colored dark red to symbolize the feminine character, mature and compassion. Child clothes colored green to symbolize youth and growth, where the purpose of doing yoga for children is to get better growth and development.

ABCDEF GHIJK LMNOPQRST-  
UVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Armonioso*

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Comfortaa

Figure 3.3 Typography of logo  
Source: The work of the designer

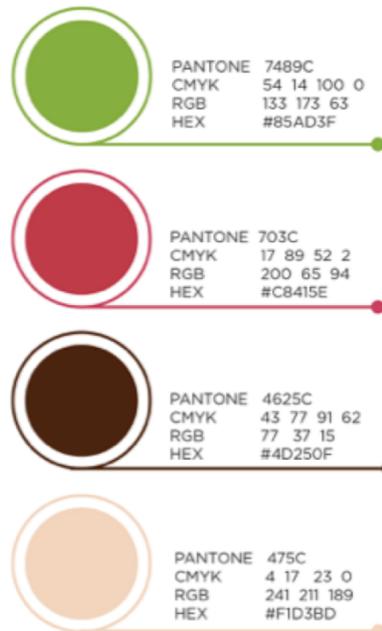


Figure 3.4 The colors of logo  
Source: The work of the designer

## B. Illustration

Relating with the theme related to children, the visualization of the work is done with the illustration style. Illustrations are intended to support the concept of children's thinking which is imaginative and simple.

## C. Design Style

The segmentation of this campaign is the urban community among middle and upper middle class, therefore mother and child models illustrated is styled as urban people. Each visual in the campaign illustrates the atmosphere associated with the yoga movement. The atmosphere created is playing and joyful atmosphere so the colors that is used is varied to support the concept of the play.

### Visual Language

The researcher uses some visual language characteristic and children drawing which is:

#### 1. Objects that are crucial are enlarged

The more important of an object in a drawing, the greater of its size compared to other objects that are less important.



Figure 3.5 Visual works  
Source: The work of the designer

#### 2. Decorative

Perspective images are not entirely realistic since various decorations added to the image to clarify the purpose to be conveyed.



Figure 3.6 Visual works  
 Source: The work of the designer

**3. Flat impression**

Placement of objects that is drawn seems to be on a flat field.

**4. Head – toes**

The object was described as a whole human being from head to toes.

**5. Various time and space**

Objects that are actually located at a different time and space, but placed on a picture.

**6. Shifted**

To clarify the meaning of images, objects which is in reality is composed overlapping, shifted one by one to make the form becomes clear.



Figure 3.7 Visual works  
 Source: The work of the designer

**7. Simplified**

The forms of object are simplified but still providing a clear shape.

**8. Symbolic**

An object that although only described one (1) only but became a symbol for many similar objects.

Each visual works, not only contain the visual language and the children image with the RWD system (*Gambar Ruang-Waktu-Datar*), but also using NPM system (*Gambar Naturalis-Perspektip-Moment Opname*). Both styles of images are combined to produce beautiful works of visual and communicative. It is expected that it could support the campaign "Kids Yoga With Mom" to feels closer to the target of the campaign to become an effective campaign and precise targets.

**D. Color**

The colors used in this visual campaign are imaginative so that the colors used may not correspond with the original color of an object displayed, but retains the same purpose. The colors used is soft colors, tending to be feminine and childish. Overall visual campaign wants to create imaginative effect correspond with an atmosphere that is visualized with the dominant color of green and red that are used as well in the logo.

**E. Typography**

Typeface used for the head text is the type of script namely "Armonioso", the typeface impressed childish and flexible. For the sub-text author uses a sans serif typeface which is "Arial Rounded MT Bold". The author uses "Arial" typeface for body text which is has legibility, cleanliness and good clarity. The impression created in the third use of this typeface is clean, modern, simple and childish.

ABCDEFGHIJKLMN OPQRSTU-  
VWXYZ  
abcdefghijklmopqrstuvwxyr  
\*\*\*\*\*  
*Armonioso*

ABCDEFGHIJKLMN OPQRSTU-  
VWXYZ  
abcdefghijklmopqrstuvwxyr  
12345678990  
**Arial Rounded MT Bold**

ABCDEFGHIJKLMN OPQRSTU-  
VWXYZ  
abcdefghijklmopqrstuvwxyr  
12345678990  
Arial

Figure 3.8 Visual works  
Source: The work of the designer

The name of the campaign is "Kids Yoga With Mom", The aim was to make the mother do yoga for children with her child regularly. Their Tagline logo is "Smarter. Healthier. Happier." which to be expected that after doing children's yoga, they can become smarter, healthier and happier.

#### IV. Concept Media

The main media in the design of this campaign is event, while the supporting medium are poster, flyer, booths, banners, magazines, gadget applications, websites, social media, and a gimmick. At this stage of awareness, the media used are poster, flyer, booth, magazines, gadget applications, social media, and website. The next stage is informing that uses posters, magazines, event, flyer, booths, and banners as media. At the reminding stage, the medium used is gimmick which is posters and notepads, brochures, disc, pocket bags, and yoga card.

#### V. The Result of the Work

##### A. Awareness Phase

At this stage of awareness, on the first poster describing a boy playing the aircraft and seems to perform yoga movement (picture 3.9). The second poster describing a daughter who are doing yoga movement while playing as if she is a mermaid (picture 3.10). A joyous playing atmosphere is used to deliver to the campaign target that is yoga for children can be done while playing so it's not boring. The contents of campaign that will be delivered through magazines, social media and website is the introduction of yoga for children and its benefits. The target of the campaign is expected to start to realize the existence of yoga for children and could generate curiosity about yoga for children even further.



Figure 3.9 Awareness Poster  
Source: The work of the designer

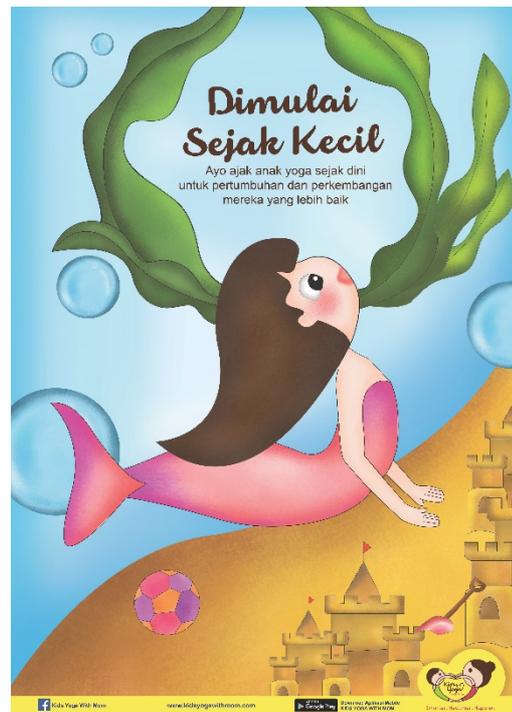


Figure 3.10 Awareness Poster  
Source: The work of the designer



Figure 3.11 Awareness on Facebook  
Source: The work of the designer



Figure 3.12 Awareness on Website  
Source: The work of the designer



Figure 3.13 Awareness on Magazine  
Source: The work of the designer

## B. Attitude Phase

This stage is a continuation of the Awareness stage. The first poster describes a boy who was doing yoga with her mom while playing airplane toy (Figure 3.14). In the second poster, described a girl who imagines as if she is a mermaid with her mother doing yoga moves while playing. In addition to a visual message, verbal messages being delivered are some of the yoga poses for children with the benefits. That Visualization wants to convey a message that mothers can teach yoga to her children in an easy and fun way.

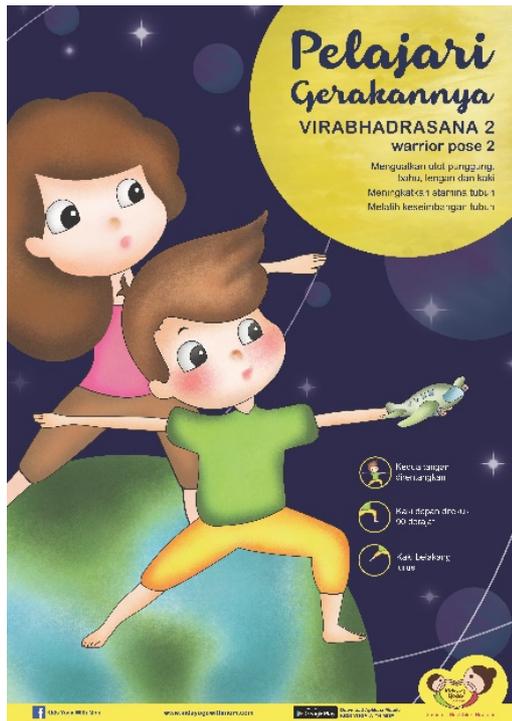


Figure 3.14 Attitude Poster  
Source: The work of the designer

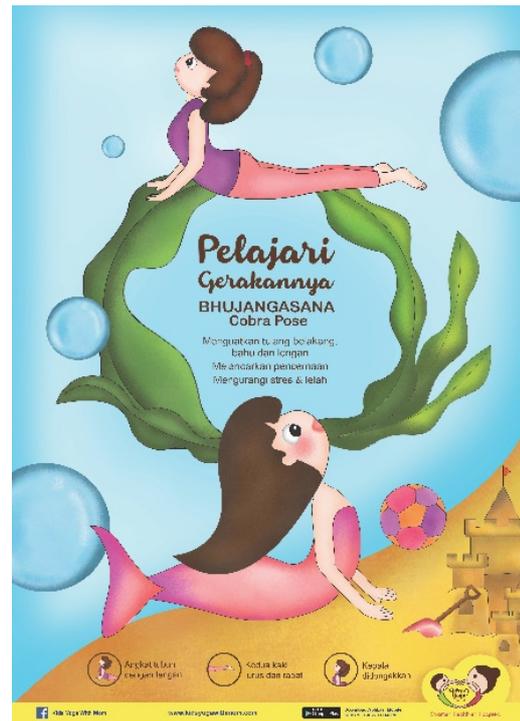


Figure 3.15 Attitude Poster  
Source: The work of the designer

In the magazine media containing children’s yoga poses which is more complete and with its benefits. Through this magazine, it is expected that mother can find out more about children’s yoga poses and its benefits. Information delivered through social media is an invitation to study yoga moves since it provides many benefits to the children growth and development.



Figure 3.16 Attitude on Magazine  
Source: The work of the designer

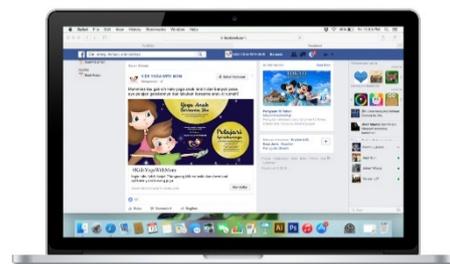


Figure 3.17 Attitude on Facebook  
Source: The work of the designer

**The Event**

Besides above media, the peak of the attitude phase is implementation of an event of yoga for children with mother, with the media as follows, in Figure 3.18 is a poster that illustrates two pairs of mothers and child who are doing yoga

called "Lotus pose" to convey the message that the activities to be done in the event are doing yoga together. This poster aims to encourage the public to attend the seminar and yoga training held at Mall. Flyer contains information that is similar to the event poster, but added with the more detailed explanation about the event to be held. Banners containing brief information about the presence of children's yoga event.

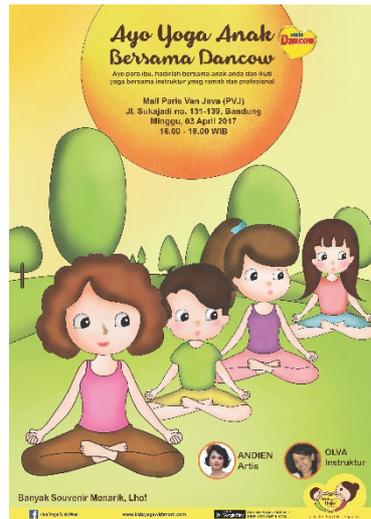


Figure 3.18 Event Poster  
Source: The work of the designer



Figure 3.19 Event Flyer  
Source: The work of the designer

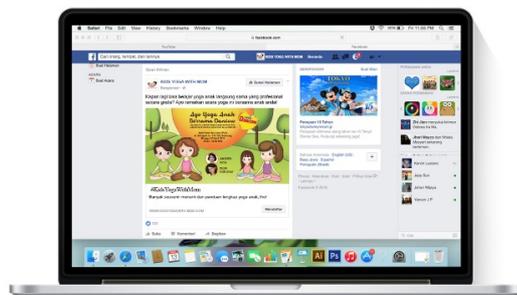


Figure 3.20 Facebook Event  
Source: The work of the designer



Figure 3.21 Website Event  
Source: The work of the designer

### Action Phase

Poster describing a mother and a child which doing yoga activity in the child's bedroom. This is to show that the yoga for children can be done in the morning when they woke up and at night before sleep. Mother's feet as if forming a clockwise with the intervals of 20 minutes. Action Poster aims to remind the mothers to do yoga regularly children for 20 minutes a day. Media for other

Action stage is a gimmick, given when the event was held, with the expectation of campaign goals which to always remember to do yoga for children. Application gadget also has a reminder feature so that the target of a campaign can always remember to do yoga regularly.

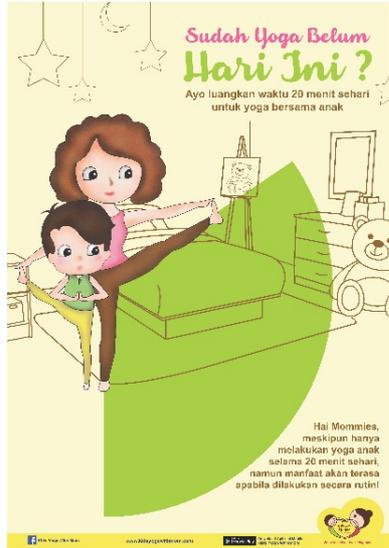


Figure 3.22 Action Poster  
Source: The work of the designer



Figure 3.23 Gimmick Action Brochure  
Source: The work of the designer



Figure 3.24 Application Gadget Action  
Source: The work of the designer

## FINAL WORDS

Based on surveys that have been conducted, most of the children are very often to do passive activities that can interfere their growth and development. Therefore, it takes an effort of educational campaign design about yoga for children towards mothers so that the mother can doing yoga with her child at home regularly. The campaign "Kids Yoga with Mom" is an educational campaign for children which is easy and can be done in a fun way with their mother. The visual style in this campaign is using visual language approach and children's image so that this campaign can feel better with the campaign target. Moreover, images of children are also become a children's media to deliver their boundless imagination, it is also underlying the visual design of "Kids Yoga With Mom" campaign so that yoga for children can be fun too through the implementation of imaginative yoga for children, for instance through stories, dance and song.

It is expected that the "Kids Yoga With Mom" campaign can provide positive impact for the children's growth and development in Bandung city, with the message delivery strategy which are attractive, effective, and communicative.

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