

## ABSTRACT

*Nowadays, the number of children with myopia, also known as nearsightedness is rising around the world, especially in Southeast Asia. Myopia can be caused by heredity, poor diet, environment, and lifestyle. There are many parents who are less assertive and less conscious about the importance of their children's eye health in the present and in the future. This led to many small children wearing glasses. Therefore, it takes a social campaign in order to arouse the parents of age 27-35 years old to maintain the health of their children's eyes in Jakarta. To achieve its objectives, the campaign should be able to convey the key messages to the selective target audience. To help convey these messages, it needs the right creative strategy which is by using emotional selling proposition. As a result, the campaign was made, raising more on the emotional side and hopefully it will make the target audience feel more concerned about the impacts their children will face in the future including the difficulty even failure in achieving their goals and dreams due to suffering from myopia..*

*Key words: myopia, nearsightedness, social campaign, eye.*