

ABSTRACT

THE DESIGN OF PICTURE STORY BOOK FOR CHILDREN ABOUT HAND WASHING WITH SOAP

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To live Healthy, there are some way that we can do to reach it. one of the easiest activity that we can do easily is Healthy Behaviours. There are 10 behaviors, but the easiest, cheapest and the most efficient behaviour is Hand Washing With Soap. It has a great impact for us. The estimation of this great impact are able to save around 2.000 people in Indonesia (unicef.org,19th February 2015). Unfortunately,the public awareness in Indonesia about this behaviour are still low, it still reach around 47%. Palembang as one of big city in South Sumatera, Indonesia, which is used as a case study. Based on the data from surveillance, showed that ten most common diseases list are are actually able to prevented by Hand Washing with Soap. The Data also shows that the third biggest number of people population in Palembang, is a primary school-age group.

The purpose of this final project is to increase the awareness of Handwashing with Soap for primary school age group, Visual Communication Design could solve this problem by Designing a Health Promotion. the method that used on the data collection are literature study, observation and Interview with related resource.

The Result on this final project is Picture Story Book, which tells about the daily activities that related to Hand Washing with Soap. Also in this book are shown some Games activities that related with Handwashing with Soap , such as making a Tippy Tap (Emergency tap water), Handwashing with Soap Song and etc. On the other hand, In order to help the children to memorize the movements of Handwashing with Soap, and other information, the additional feature are used Mnemonic Method or commonly called the donkey bridge (Jembatan Keledai) with an additional Flip Up card . Those feature made, in order to make the children could absorb the information in a fun way, so that they will do Handwashing with Soap on their dailiy live and spread the words to their surrounding environment.

As a suggestion,this Media Promotion in the form of a Picture Story Book could be adapted by the Ministry of Health of the Republic of Indonesia or anyone who need it.

Key Words : Picture Story Book, Hand Washing with Soap, Healthy Behaviour, Mnemonic method