

ABSTRACT

In order to make Indonesia to be a(n) developed, independent, and prosperous country, education role is very important to increase and to create a better human resources. Primary school age children are one of the next human resources asset. In creating a competent primary school age children, the process of learning and good nutrition are things we should pay attention to. Therefore, it is a must for children to eat their nutritious breakfast before doing their activities. The purpose of this scheme is to create educational media and determine the effective visual elements according to the characteristics of children and to raise awareness of the importance of a nutritious breakfast for primary school age children. The methods that the writer used for this scheme are literature study method, observation method, and interview method. Whereas, the method of analysis used by the writer is using qualitative methods and visual analysis by outlining the elements of design as a benchmark. This research resulted a media picture books / illustration with pop - up creative techniques in order to improve the attention of primary school age children in understanding the importance of a nutritious breakfast.

Keywords: Children's book, Dki jakarta, pop-up, nutritious breakfast, and primary school.