

ABSTRACT

DESIGN CONSUMING KEPROK ORANGE RIND GUIDE BOOK FOR 9-10 YEARS OLD

Indonesia is a country with high number of fruit production. One of them is Keprok orange that contains vitamin C. The advantage of consuming keprok orange rind is eliminate the gas, heartburn, vomiting, acid levels and control, as well as increase appetite and relieving nausea. Based on the explanation, it need to design an effective and attractive guide book about keprok orange rind that are beneficial to health for children aged 9-10 years. In the matrix of data and compilation from the author's concept of using qualitative methods, and aided the study of literature, observation, questionnaire, interviews related resource, then using SWOT and AIDA for data analysis. The final results of this research in the form of guide books designed for children ages 9-10 years. Highly expected from this guide book that many children can follow the guide and consume keprok orange rind regularly.

Keywords: Guide Books, Keprok Orange Rind, Child Health