

ABSTRACT
DESIGN INTERACTIVE BOOK ABOUT THE IMPORTANCE OF EATING
FRUITS AND VEGETABLES FOR CHILDREN AGED 3 - 7 YEARS

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Indonesia has behavior about consumption of less fruits and vegetables. Therefore, Minister of health in Indonesia make a regulation about the application of nutrition balanced that containst recommendations of consumption fruits and vegetables includes 50 portions of 1 eat. Give our children fruits and vegetables when they was young will support nutritional balanced for them and create an eating healty. Fruits and vegetables have a good effect when consumed routine. Dr. Frieda Handayani Kawanto, Sp.A(K) said that lack of fruits and vegetables consumption in Indonesia is partly due to not eating healthy early because parents difficulties to go through any media and how to introduced types and benefits of fruits and vegetables. Therefore, writer will make a media to introduce about the importance of eating fruits and vegetables. The media is a interactive book who can help parents to give a knowledge to their children. This interactive book designed by several methods, literature study, observation, interviews and questionnaires. In interactive book, there is also educative program to train 3 importants aspect for children. Among others, cognitive aspects, affective and psychomotoric. With this book, we hope parents can educate their children about the importance of eating fruits and vegetables. This book uses the design concept about kinds of interactive books named pull a tab and peek a boo based illustration as a media for the reader interested and understand this book.

Words order : Fruits, Vegetables, Interactive book, Illustration, Children