

ABSTRACT

Nutrition is a substance that is essential for the body. with the lack of nutrients causes the body to consume does not work optimally, and lead to poor nutrition. There are some groups who are prone to be exposed to less nutrition or malnutrition among them for example is pregnant women. Which is the expectant mother itself vulnerable to nutrition. Poor nutrition on pregnant women would be very influential on the fetus in the womb. This nutrition Handbook for selected media watercolor illustrations judged more appropriate. The target of the book illustrations of nutrition is aimed at pregnant women aged 20-35 years. Research methods in use are with the observation data from the City Health Office in Bandung, the interview directly to parties concerned and spread to the target audience questionnaire and the general audience ,and read a book that deals with the issues raised to acquire data in this final project work. The results achieved in this design is The Design Of the Book Illustration Of Nutrition For Pregnant Woman In Bandung, as a medium of education can give information about the importance of nutrition during pregnancy. The conclusion of the issues raised need to be improved, i.e. more awareness and concern for the nutritional intake during pregnancy.

Keyword: Media Education, illustration, nutrition and pregnant women.