

## **ABSTRACT**

*It is really important to have knowledge about balance nutrition earlier. Junkfood which already became our new trend in daily life is one factor that caused unbalanced nutrition intake problem. This final project use motion graphic to give more information about the importance of balance nutrition for kids as primary audience and parents as secondary audience. Lack of knowledge about the importance of balance nutrition can lessening people awareness about the problem and it can brings more healthy problems in the future. Obesity happens because of unbalance nutrition intake and it is already becoming pandemic all over the world including Indonesia. Nutrition problem can decrease human resources quality and affects country's economy growth. This final project use three method to collecting data as observation, literature studies and interviews. Analysis data method in this final project are based on qualitative research and visual comparative analiysis, using psychology factor as the approach method.*

*Keyword: Nutrition, Health, Motion Graphic.*