

ABSTRACT

**DESIGNING AN ILLUSTRATION BOOK OF
TODDLERS BALANCED NUTRITION EDUCATION FOR
HOUSEWIVES**

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Optimal nutrition is important for the growth, physical development and intelligence of babies, children, and all ages. Especially for toddlers who are experiencing a golden age. However, there are still a lot of nutritional problems in Indonesia, there are malnutrition and overnutrition at the same time that can lead into a diseases in the future. With the guidance of balanced nutrition, problems will be resolved. The author uses the data collection methods such as related literature, interview to the related source, and distributing questionnaires to housewives who have children. The author also uses matrix analysis comparison to compare three similar illustration books. The visual concept uses a simple vector illustration style and use a color that match the psychological of young adult women. The author hopes that this book will raise awareness of housewives about the importance of toddlers balanced nutrition and to apply them everyday.

Keywords: Balanced Nutrition, Book Illustration, Toddler, Housewife, Young Adult, Golden Age.