

## **ABSTRACT**

### **DESIGN OF ILLUSTRATION BOOK: ORGANIC FOOD IS A HEALTH SOLUTION FOR TODDLER**

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Cases of pesticide poisoning in children to death, cancer and autism are still there every year. Pesticides are chemicals used to eradicate pests in crops, such as vegetables, soybeans, rice and fruits. However, there are also parents who are not worried about the use of pesticides in food, so the frequent selection of fast food is given, especially in toddlers whose body metabolism is still low and the vulnerability of the disease. Lack of awareness of parents in this case, then an illustration book is made to inform about organic food as the right type of food for the child. In designing this book, data collection techniques were carried out by observing, literature study, interviews and questionnaires, and using matrix analysis of these data. From the results of the analysis, the concept of healthy solutions was obtained as the main idea. With this illustration book, parents and prospective parents are expected to start getting used to providing organic food to toddlers.

**Keyword: Illustration Book, Organic Food, Toddler**