

ABSTRACT

SMARTPHONE APPLICATION BASED MEDIA INFORMATION OF GUIDE TO GOOD NUTRITION FOR CHILD AGE UNDER FIVE YEARS OLD

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DEPKES RI (Indonesian Health Department) published a new health standard guidelines that replaced Healthy 4 & Perfect 5, which were used as an old health standard guidelines called "Guide To Good Nutrition". The Guide to Good Nutrition better be applied from very young age especially since age under 5 years old because not only to establish the habits and behaviour of healthy life, but also to reducing case of child with unmaintained bad nutrition such as stunting and obesity that could lead to even organ failure. To raise the awareness of people about the importance of good nutrition since very young age, writer want to create mobile application of Guide to Good Nutrition as a media information due to smartphone technology are often used by people in Indonesia, especially in Bandung. The theories that being used in this research are Design Visual of Communication theory, Mobile Application Design Theory, and Communication. And made based on the results of observation, Interview, questioner, and Analysis of Comparison Matrix.

Key Words: *Application, Baby Toddler Nutrition, Guide to Good Nutrition*