

ABSTRACT

This design is motivated by the phenomenon of people in Indonesia who have problems in providing nutrition for children in the wrong diet. In fact, healthy eating patterns for children are important, especially in terms of physical and mental growth, which are in their early stages of development. Around 2 million children are suffering from malnutrition in Indonesia and an increase of 15% for this year. Diet is a habit that must be or stay with the habit, in consuming food sources of protein is very important for children after the development period, but in this case parents will be influenced by several factors such as cultural, economic, and social. Data collection as a good reference obtained from the results of questionnaires, interviews and observations. Visual content analysis was carried out to find out the product was feasible and attractive for consumers. From the results of interviews and research, children preferred full-color story books with bright and simple dominant colors, illustrations were more dominant than for this reason, an interesting illustration book was made for children aged 5-8 years so that they are interested in reading with parental guidance to get to know healthy eating patterns and its benefits.

Keywords: Nutrition, Nutrition, Diet, Indonesia, Children, Healthy, Society.