

ABSTRACT

Stunting has become a serious issue in public health worldwide, particularly in Indonesia. The high prevalence rate of stunting in Indonesia needs to be addressed urgently through preventive measures. This design aims to educate the Indonesian population about stunting prevention by creating informational media as a means of public education. The research methodology involves observation, interviews, and literature review, connecting theories of information media and visual communication design. The outcome is the design of informational media with a conceptual approach that incorporates educational, engaging, and simplicity principles. The AIDA communication concept is applied, along with the design of visual concepts integrated into various primary and supportive information media. The objective is to minimize stunting cases and hopefully have a positive impact on stunting prevention and public health in Indonesia.

Keywords: *Stunting, Informational Media, Visual Communication Design, Public Health.*