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by Turnitin Turnitin

Submission date: 07-Mar-2025 11:54PM (UTC+0700)

Submission ID: 2558333410

File name: TEMPLATE_EQUILIBRIUM_Eky_Cahyadi.doc (3.03M)

Word count: 5040

Character count: 27910



Teaching Kids Fruit and Veggie Benefits through Media Book Design

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Abstract. A healthy lifestyle is a habit that can be instilled from an early age. Consuming vegetables and fruits as a healthy lifestyle has many benefits for health and fitness. Vegetables and fruits play an important role in helping the growth and development of early childhood. This study is part of the design process carried out through a descriptive quantitative method approach. From the data collection carried out, it was found that early childhood has an interest in interactive and attractive media. One of the media in question is a book design with educational and interactive content. Book design media can be one solution that can anticipate the low interest of early childhood in Indonesia in consuming vegetables and fruits. Interactive educational books are the right media in providing knowledge and insight to early childhood because in addition to being informative, they are also equipped with useful interactive aspects. Introduction to shapes, colors, and information about vegetables and fruits can be packaged comprehensively in interactive book media. The ultimate goal of this interactive educational book is to increase the knowledge, insight, and interest of early childhood, especially 6-10 years old, in vegetables and fruits as part of their healthy lifestyle.

Keywords : early childhood, fruit, interactive educational books, vegetables

Abstrak. Pola hidup sehat merupakan kebiasaan yang dapat ditanamkan sejak dini. Mengonsumsi sayur dan buah sebagai pola hidup sehat memiliki banyak manfaat bagi kesehatan dan kebugaran tubuh. Sayur dan buah berperan penting dalam membantu tumbuh kembang anak usia dini. Penelitian ini merupakan bagian dari proses perancangan yang dilakukan melalui pendekatan metode kuantitatif deskriptif. Dari pengumpulan data yang dilakukan, diperoleh bahwa anak usia dini memiliki ketertarikan terhadap media yang interaktif dan menarik. Salah satu media yang dimaksud adalah desain buku dengan konten yang edukatif dan interaktif. Media desain buku dapat menjadi salah satu solusi yang dapat mengantisipasi rendahnya minat anak usia dini di Indonesia dalam mengonsumsi sayur dan buah. Buku edukasi interaktif merupakan media yang tepat dalam memberikan pengetahuan dan wawasan kepada anak usia dini karena selain informatif, juga dilengkapi dengan aspek interaktif yang bermanfaat. Pengenalan bentuk, warna, serta informasi mengenai sayur dan buah dapat dikemas secara komprehensif dalam media buku interaktif. Tujuan akhir dari buku edukasi interaktif ini adalah untuk meningkatkan pengetahuan, wawasan, dan minat anak usia dini khususnya usia 6-10 tahun terhadap sayur dan buah sebagai bagian dari pola hidup sehatnya.

Kata Kunci : anak usia dini, buah, buku edukasi interaktif, sayur

PRELIMINARY

The earlier the habit of consuming healthy food is started, the greater the benefits that can be felt for the health of the body. In maintaining body health, healthy habits or routines are needed that can be formed early on. One of the healthy habits that can be one of the choices in starting a healthy lifestyle is consuming vegetables and fruits. Basically, vegetables and fruits have many important contents in maintaining body health such as vitamins, dietary fiber and minerals that are indeed useful for the human body. From some of these contents, there are good properties for sources of

antioxidants that can treat diseases related to deficiencies and excess nutrition in humans (Lingga, 2010). The content of vegetables and fruits is something that is important for body health (Azadirachta & Sumarni, 2017). The effects of lack of vegetable and fruit consumption cannot actually be felt in the short term but have an impact on the future. The fiber content in vegetables and fruits can control the sugar levels in the body to be more stable. In early childhood, the need for vegetables and fruits is very high in supporting growth and development and maintaining their body's immunity. The recommendation to consume vegetables is recommended more than consuming fruit because some fruits have a high sugar content.

Based on existing research on basic health conducted in 2014 in Indonesia, it can be stated that Indonesian people still have a relatively low healthy lifestyle, seen from the amount of vegetable and fruit consumption in the community with a percentage of 173/gram in consuming fruit and 101/gram in consuming vegetables (Hermina & Prihatini, 2016). In childhood, consuming vegetables and fruits is important, especially at the age of 6-10 years, including in the golden period of children's growth and development (FAO, 2010) (Amalia & Widiyono, 2024). Based on data taken from basic health research among elementary school children, there was an increase in prevalence of 2.0% in 2018 compared to 2013 (Safitri et al., 2021). Thus, these data indicate a problem with children's awareness of the importance of consuming vegetables and fruits.

Indonesian society needs guidelines for nutritional needs as recommended, which is around 300-400 grams per day with one third of it being vegetables in an effort to fulfill nutrition, especially for school-age children (Kemenkes, 2014) (Kemenkes, 2016). Consumption of vegetables and fruits itself can actually be associated with a reduced risk of non-communicable diseases in the future. The low intake of vegetables and fruits among children themselves is likely caused by their views on vegetables and fruits which are still lacking, the problem here is that what is consumed by children is usually something they know and like, not food that is considered healthy such as salty and sweet foods that have a clear taste on the tongue of children (Zalewska & Maciorkowska, 2017).

The background above is the basis for conducting research in designing this book design. As with similar research conducted by Aisah et al. (Aisah et al., 2021) on health education using animation media, it can be hypothesized that media determines success in delivering information (Putri, 2019). In this case, education about the importance of the benefits of fruits and vegetables (Mahmudah & Yulianti, 2021) for children will be conveyed well after seeing or reading picture books (Bestari & Pramono, 2014) that have the potential to increase liking and desire to consume certain foods after getting to know them visually first compared to children who are introduced through taste recognition (Owen et al., 2018). Thus, book design is a suitable type of media, especially interactive books, in providing information about vegetables and fruits to early childhood. Delivering education about the benefits of vegetables and fruits through books themselves is also an activity (Saf'i, 2019) (Nurani et al., 2020) that is widely enjoyed by parents and their children in providing general knowledge, especially with the provision of interactive features that can hone children's motor and visual skills (Debeturu & Wijayaningsih, 2019).

RESEARCH METHODS

The research data processing technique for designing this final assignment in the form of a book was carried out by collecting data through random questionnaires and interviews with sources referring to this problem. Questionnaire data was given to 103 parent respondents in big cities in Indonesia who already have children aged 6-10 years (elementary school) through a google form, which aims to understand children's behavior and interest in the introduction and level of consumption of vegetables and fruits from an early age. Other primary data in the form of interviews with specialist nutrition sources for children in an effort to collect data and information regarding the situation, difficulties and solutions in inviting children through parents or the media in introducing vegetables and fruits to instill a healthy lifestyle and increase the level of education about vegetables and fruits in children from an early age.

The two data above are also supported by references to several research results in the form of journals or health websites as a literature study to find similar or related research on efforts to introduce vegetables and fruits to children, introduction and education (Fauziddin & Asni, 2016) through interactive picture book media, to the level of fruit and vegetable consumption by children to obtain the factors causing the problem of children's lack of interest in vegetables and fruits and the selection of media that is suitable or appropriate for the target of children aged 6-10 years (elementary school) (Krogh & Slentz, 2008). The results of the data collection are as follows:

1. Interview Result Data

Data from the interview with Dr. Yenni Zuhairini, M.Gizi, Sp.GK on December 8, 2022 at 14.32-15.14 WIB which was conducted via the Zoom platform as follows:

From the implementation of a healthy lifestyle in the scope of Indonesian children regarding the lack of consumption of vegetables and fruits is still quite a lot. If observed from the problems that exist in society regarding this matter, there are still many found regarding children's reluctance to consume fruits and vegetables because of other food variations that are more attractive to children than vegetables and fruits, and do not necessarily have good content for the child's body itself. Lack of interest in consuming vegetables and fruits in children is usually influenced by the factor of parents who must participate in teaching directly, either through media or actions shown directly to children. The solution that can be done by parents themselves in increasing children's interest in something can start from a discussion that also invites children (Niemeier *et al.*, 2010s. According to the resource person, vegetables and fruits have several contents that are important for body health such as vitamins, minerals, and dietary fiber. Although fiber is not a nutrient, fiber can help digestive health as the second brain in humans. If digestion is not good, then body health is also not good. In addition to the impact on health itself, vegetables and fruits also have iron which can improve brain performance, which if there is a lack of iron in the body can cause a lack of focus at school. According to the resource person, the selection of book design (De Droog *et al.*, 2014) as the right media (Seidel *et al.*, 2009) as one way to introduce children to vegetables and fruits. The book itself can increase the closeness between parents and children when guiding children in reading and providing additional information. Coupled with the interactive elements made in the book can increase children's interest (Munandar, 2009) in reading and add information (Suhardjo, 2003) about this problem.

2. Questionnaire Result Data

The following are some questions from the questionnaire that were distributed randomly via Google Form (online) to 103 respondents from children aged 6-10 years:



Figure 1. Data on knowledge of healthy lifestyles for parents

Figure 1 above states that most of the parents in big cities in Indonesia already know about healthy lifestyles in everyday life as stated by 87 respondents. While the remaining 16 respondents stated otherwise.



Figure 2. Data on the influence of vegetables and fruit on children's growth and development

From the data in figure 2 above, it states that most respondents stated that starting a healthy lifestyle by consuming vegetables and fruits can affect children's growth and development, stated by 62 people (very important) and 37 people (important). Only 4 people stated they were hesitant.



Figure 3. Data on children's personal problems regarding vegetable and fruit consumption

Figure 3 above states that most parents have problems with their children consuming vegetables and fruits as many as 81 respondents. This is a strong basis for conducting research and designing interactive book media about vegetables and fruits.



Figure 4. Opinion data regarding media as a problem-solving tool

From the data listed in figure 4, it is seen that media design can help solve problems, in this case regarding the lack of children's knowledge of the benefits of vegetables and fruits to be presented

more attractively. This point was agreed by 95 respondents who stated that they could (50 people) and could (45 people).



Figure 5. Data regarding interactive media positioning

The data shown in figure 5 shows that most respondents (69 people) strongly agree that interactive illustration books can be one of the media that can be used to introduce vegetables and fruits and increase knowledge to children aged 6-10 years. The five questionnaire questions shown in the graph are the primary references in designing an illustration book about the benefits of vegetables and fruits which is the main topic of this study.

RESULTS AND DISCUSSION

In maintaining body health, we must start a healthy lifestyle habit, one of which is consuming vegetables and fruits from an early age. A healthy lifestyle that starts early can have a good effect on the body in the present and in the future. Problems related to vegetable and fruit consumption are often found in Indonesia, especially among children. Many children are less interested in consuming vegetables and fruits because they are disgusted or have no appetite for the smell or taste of vegetables and fruits, so that it has the potential to cause various diseases in children. According to data taken from the Basic Health Research in 2014, it was obtained that the data stated that the number of vegetable and fruit consumers in Indonesian society is still relatively low (Hermina & Prihatini, 2016).

According to the Badan Pusat Statistik (BPS), fruit consumption in Indonesia is still relatively low in 2021, reaching only 88.56 grams per capita per day and is still far from WHO's recommendation regarding the recommended portion of vegetable consumption in Indonesia. At the elementary school level, vegetable and fruit consumption is still relatively low (Patrick & Nicklas, 2005). The results of the Basic Health Research show that there has been an increase in cases of disease due to lack of vegetable and fruit consumption in children aged >9 years, namely 2.0% recorded in 2018 compared to data in 2013.

The design of an interactive illustration book containing educational content about vegetables and fruit is divided into three discussion sections for segmenting, targeting, and positioning as follows:

Segmenting

- Geographic: major cities in Indonesia
- Age: children: 6-12 years old, early adulthood: 26-35 years old, late adulthood: 36-45 years old
- Education: elementary school (grades 1-3), elementary school (grades 4-6), Bachelor
- Gender: female and male
- Family economic level: middle, upper middle
- Psychographic: Enjoy reading unique and interesting books, like books as a medium for learning.

Targeting

Based on the segmentation allocation above, the target market for this interactive book is elementary school students aged 6-10 years, living in big cities in Indonesia.

Positioning

Thus, the positioning of interactive books is made by applying interactive techniques such as several pop-ups that can attract children's attention, book design is not only focused on delivering information but also combined with short stories in each book. The book is made in a series so that it becomes a uniqueness because each book raises one topic about several vegetables and fruits with special benefits for the health of the body and the growth and development of children.

In addition to the distribution of the design results of the book by segmenting, targeting, and positioning, it is also strengthened through a SWOT (Strength, Weakness, Opportunity, and Threat) analysis of the topics raised and the book media designed as follows:

Strength:

- Has high educational and informational value to readers so that it can be a learning material for readers.
- Is one form of innovation in introducing vegetables and fruits to children.

Weakness:

- Has high educational and informational value to readers so that it can be a learning material for readers.
- Is a form of innovation in introducing vegetables and fruits to children.

Opportunity:

- Support from the Indonesian government in supporting children to consume vegetables and fruits in Indonesian society.
- The desire of parents to find a media assistant that can teach healthy lifestyles to early childhood children.

Threat:

- Lack of interest in reading books among children today.
- Many media for children that are more practical, interesting, and affordable such as digital games on gadgets, and so on.

The design of this interactive illustration book uses a three-concept approach in visual communication design, namely the communication concept, the creative concept, and the media concept. Here is an explanation of the three concepts:

Communication Concept

Vegetable and fruit consumption among children in Indonesia can be classified as low. Therefore, a solution is needed that can help in the introduction stage of the benefits of vegetables and fruits from an early age to children in an interesting way. The selection of interactive books is considered suitable, appropriate, and can help in conveying this important information. This interactive book has a design concept using an informative approach with information content about the benefits, properties, and content of vegetables and fruits that are easy to understand and comfortable to read by children. The concept of a persuasive approach is also used in the design of the book to attract children's attention and interest in reading books, getting to know the benefits of vegetables and fruits through the presentation of the stories conveyed.

Visual Concept

The design of this interactive book is designed using elements that are suitable for the target market of elementary school children. The visualization is made using a South Korean drawing style (Korea Artstyle) which is identical to the use of thick outlines and simple colors so that children can recognize visuals well about vegetables and fruits. The use of colors that are suitable for the target children can not only attract attention but are also comfortable for children to look at and the use of an attractive layout according to the character of children in general (Aryani, 2021).

The design of this interactive book also consists of several different series that are classified based on the benefits of vegetables and fruits for body parts that are important for children's growth and development. The division of the series in this book is intended so that children can absorb information easily and know which body parts are actually important to them. The interactive and pop-up features applied to the book can also add to the uniqueness of the book and increase children's interest in understanding the benefits of vegetables and fruits on each page opening of the book.

Typography

The typography or font used in the book is Mouse Memoirs because it is considered to have a good level of clarity and readability for children, and does not seem stiff for use in children's books.



Figure 6. Font Mouse Memoirs

Color

The colors widely used in this book are bright and comfortable for children's eyes such as tertiary colors. In this book, colors such as: orange, light blue, light green, turquoise, orange, and so on are applied. While the background uses white (Aryani et al., 2013).



Figure 7. Colors for children's ages

Illustration Style

The drawing style used is the Korean Artstyle which, as the name suggests, originates from South Korea. This drawing style is identical to the use of thick outlines and the use of colors that tend to be simple or not complex.

Media Concept

The media concept used is book design, a book that combines interactive and pop-up features simultaneously. This interactive book does not only focus on delivering information but is combined with stories that can lead children to the information contained in the book about the benefits of vegetables and fruits. This book media is also designed with a serial system with three different series in each book by raising a certain theme about body parts in children that are affected by consuming vegetables and fruits.

Logo

The logo is designed to represent the contents of the book and the play elements that are intended for children. This logo takes the form of folds and with the presence of arrow ornaments that show the identity related to the interactive features available. Vegie & Fruit takes the term from English which means vegetables and fruits.

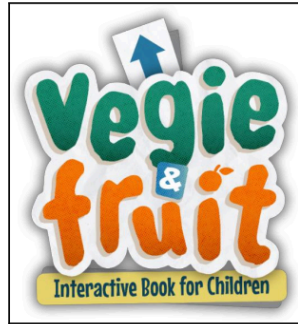


Figure 8. Vegie & Fruit Interactive Book for Children logo's

Cover

The book cover designed contains three different book series that raise the topic of the benefits of vegetables and fruits for children's body parts that are important in their growth and development stages. The three book series are: bone health series, digestive health series, and eye health series.

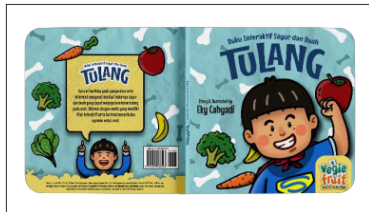


Figure 9. Bone Series Book Cover

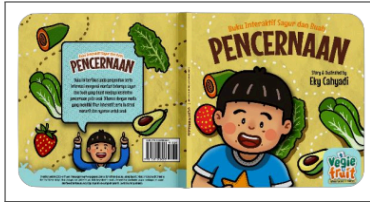


Figure 10. Digestion Series Book Cover

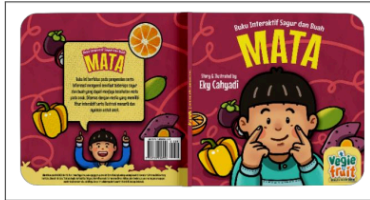


Figure 11. Eye Series Book Cover

Book Pages

On the book pages there are stories about problems experienced by children in general, also displaying information about vegetables and fruits that can be solutions to problems in children's bodies. The book pages also use interactive features that can increase children's interest when reading books on each page.

Book Series Division

1. Digestion Series Book

This book has a topic that focuses on maintaining children's digestive health by consuming vegetables and fruits. This book is combined with a story that tells of a child's anxiety about digestive problems. The child asks about the best solution for his digestion and the mother provides a solution in the form of types of vegetables and fruits to consume that can be found in traditional markets.

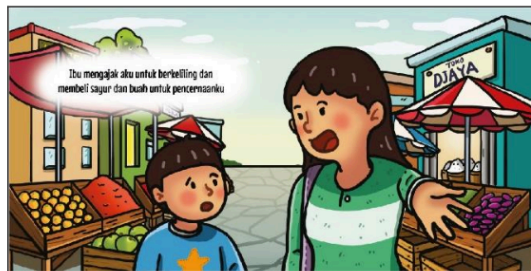


Figure 12. Example of a digestive series book page-1



Figure 13. Example of a digestive series book page-2

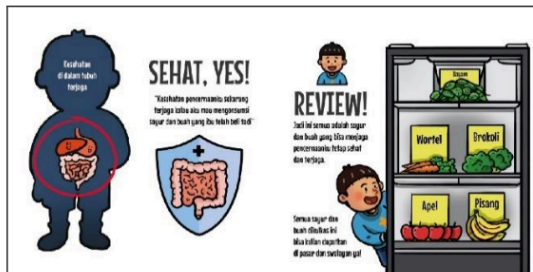


Figure 14. Example of a digestive series book page-3

2. Bone Series Book

This book has a topic that focuses on maintaining children's bone health by consuming vegetables and fruits. This book is combined with a story about a child's admiration for the strength of a superhero. This child wants to have strong bones so that the child can be as strong as the superhero. The child then asks about how he can be as strong as the superhero to his mother. The mother takes the child to the refrigerator to see some vegetables and fruits that can make the child's bones strong and maintain their growth and development.



Figure 15. Example of a bone series book page-1

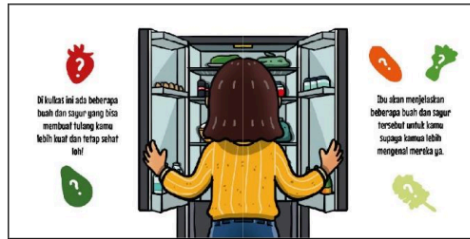


Figure 16. Example of a bone series book page-2



Figure 17. Example of a bone series book page-3

3. Eye Series Book

This book has a topic that focuses on maintaining children's eye health. This book begins with a story about a child's anxiety about problems with his eyes. The child asks about what can be a solution to keep his eyes healthy.



Figure 18. Example of a eye series book page-1



Figure 19. Example of a eye series book page-2



Figure 20. Example of a eye series book page-3

Store Sign

The media store sign is designed as an additional or complementary media to promote interactive vegetable and fruit books. This sign will be placed on the vegetable and fruit display cases in supermarkets (in this case using the Yogya Supermarket in Bandung city for case study). QR codes are provided to facilitate the scanning process by target book buyers by directing them to the online shopping site where the interactive book package is located.



Figure 21. Store Sign

As research conducted by Aisah et al (Aisah et al., 2021) on Edukasi Kesehatan dengan Media Video Animasi: Scoping Review, that the determining factor for the success of delivering information, in this case educational content, is influenced by several factors such as education level, length of time the information is exposed, gender, source of information or educational media used, psychology, culture, self-efficacy, and social support from the local community (Hardan-Khalil, 2020) (Oh, 2020). The media used in delivering health information or education plays an important role in helping the target understand and capture the information conveyed. Interactive illustrated books about the benefits of vegetables and fruits are included as educational media because they function as a tool to convey health information to children. Although the design of this interactive illustration book is based on data from questionnaires to respondents and interviews with nutrition experts for children, the delivery of information in the book will be more effective if it involves adult assistance in its implementation. The adults referred to here are the child's parents and teachers at school. An interactive illustration book that is designed to provide information to increase knowledge can potentially change the behavior and attitudes of children aged 6-10 years as positioned in this book. Several data from similar studies suggest that to increase knowledge retention, preparedness and problem solving will be more effective if supported by demonstration methods during implementation (Stephanie et al., 2018).

CONCLUSION

In Indonesia, one of the biggest challenges still is promoting a healthy lifestyle at a young age, especially in children. Even with increased awareness, there is still a deficiency in the actual application of good practices, including eating fruits and vegetables. Particularly children between the ages of 6 and 10 frequently miss out on the vital advantages of these nourishing foods since they have a strong predilection for well-known and frequently unhealthy diet selections. This circumstance emphasizes the need for more interesting and useful teaching resources that may both pique kids' interests and encourage positive behavior. Interactive book media present a viable option with their eye-catching colors and lively images. These books can be a useful tool for teaching kids the value of a well-balanced diet full of fruits and vegetables since the content is age- and visually-appropriate. Pop-ups, flaps, and other interactive features can further improve the learning process and make the task of finding nutritious foods enjoyable and memorable. These characteristics draw youngsters in and motivate them to actively participate in the learning process, which strengthens the knowledge they acquire. Additionally, this strategy offers parents a useful tool for encouraging wholesome eating practices at home. Interactive books help parents introduce and reinforce the health benefits of a balanced diet by bridging the gap between their natural inclinations and parental advice by combining education and pleasure. Youngsters are more likely to form a lifelong love of fruits and vegetables through frequent exposure to uplifting messages and stimulating activities, which will ultimately result in healthier lifestyle decisions. In summary, an effective and strategic way to close the current gaps in Indonesian children's nutritional education is to create interactive books that highlight the health advantages of fruits and vegetables. These books could greatly boost children's interest in and understanding about healthy eating by fusing interactive design with instructional material, which would help to achieve the ultimate objective of creating a healthier future generation.

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