

ABSTRACT

Picky Eater is a term that is often used to refer to someone who is reluctant to taste or try new foods that they have never tried. This behavior is usually experienced by children under 5 years old, because at that age they are comfortable with some foods that they often eat. This behavior will have a bad impact on children in the future because they will lack vitamins and substances needed for their development. In this design, an educational 3d animation about picky eater is made to educate children to want to try new foods, the 3d animation presented uses interesting and interactive visuals and the education displayed is made clearly and lightly so that children can understand it. This design uses a descriptive qualitative method with a type of descriptive approach which means examining individuals, groups, conditions, and certain events which are then described accurately. The data analysis technique used is SWOT analysis which is to find a USP and Positioning of the 3d animation so that it has its own uniqueness. So that this 3d animation is expected to be a fun and interactive picky eater education for children, so that they understand the education provided.

Keyword: Picky eater, Education, Children