

ABSTACT

Pregnancy is an important phase that requires special attention to nutritional intake, especially iron to support the health of the mother and fetus. Iron is one of the main nutrients that is important and the amount must be fulfilled by the mother during pregnancy so that it can be channeled to the fetus smoothly. Many foods consumed by pregnant women do not contain enough sources of iron nutrients, then many women argue that the absorption of nutrients in the fetus is not fulfilled due to lack of knowledge and difficulty in obtaining sources of iron foods due to economic factors. The data collection method used in this study is a qualitative method. Data collection in the study was carried out through observation, interviews, and literature studies. To improve the knowledge and understanding of pregnant women regarding iron nutrition from food sources, education is needed regarding the iron needed by pregnant women. One effective educational media is an illustration book, which can convey information visually and easily understood. This study aims to design an illustration book containing information about the importance of iron for pregnant women. The result of the study showed that illustration book can increase pregnant women's interest in reading, improve their knowledge, and understanding of iron needs during pregnancy.

Key Words: Illustration Book, Pregnant Woman, Food Nutrition, Iron Nutrition