

ABSTRACT

The importance of health and hygiene is more considered by parents, especially for children who are growing and developing. It is concerning that many children and adolescents in Indonesia, both in urban and rural areas, do not understand the importance of personal and environmental hygiene. This can be seen from the increasing number of cases of infectious diseases such as diarrhea, worms, and even ARI based on an unclean lifestyle.

This study aims to raise the issue of using comics as a learning medium in order to convey hygiene and health material to children in elementary schools. Comics were chosen as a medium because they can convey messages through stories and visuals that are interesting to children with characters that are closely related to their daily activities, such as washing hands, consuming nutritious food, and disposing of garbage in its place. The research method used was a combination of interview studies with the planning, production and evaluation stages.

The results of the study showed that teaching materials in the form of comics can increase children's learning motivation and stimulate their creative thinking and are effective in implementing the PHBS concept in daily behavior throughout elementary education. It is hoped that these findings can enrich the development of similar media in other areas.

Keywords: Children, Cleanliness, and Health