

ABSTRACT

Anemia is a condition caused by a lack of red blood cells or hemoglobin, and also a lack of iron intake in the body, which plays an important role in the formation of hemoglobin. Anemia is experienced by adolescent girls, especially at the age of 12-15 years, which has an impact on decreased concentration in learning and productivity. Data from the Banyumas Regency Health Office shows that 35% or 1,557 adolescent girls experience anemia. The main cause of anemia is iron deficiency due to an unbalanced diet and lack of nutritional education. This study aims to design educational media in the form of a pocket book entitled "Prevent Anemia, Achieve Achievement!" as a practical and flexible solution for adolescent girls to carry. The research method used is a qualitative descriptive approach with data collection techniques through observation, interviews, and literature studies. The analysis was carried out using the strength, weakness, opportunity, threat approach to evaluate the strengths and weaknesses of the media, as well as the needs of the target audience. The results and discussion of this design create educational media in the form of a pocket book that is able to provide information effectively, attract adolescent reading interest, and can be used flexibly without relying on digital technology. This media is expected to increase awareness and understanding of adolescent girls about the importance of preventing anemia as an effort to support academic achievement of adolescent girls at school.

Keywords : *Anemia, Educational Media, Pocket Book.*