

ABSTRACT

Early childhood fruit and vegetable consumption in Indonesia, especially in Bandung City, is still low despite West Java being an area with high vegetable and fruit production. Based on data from the 2018 Riskesdas and the 2023 Indonesian Health Survey, the majority of people, including children, have not met the daily fruit and vegetable consumption recommendations. This low consumption has an impact on the high risk of stunting, malnutrition, and other health problems. Factors such as food neophobia, taste preferences, unattractive presentation, and lack of visual education are the main causes. This research aims to design interactive educational media based on Visual Communication Design (CCD) to increase interest in vegetable consumption among children aged 3-5 years in Bandung. The research method used is qualitative with observation, interview, and literature study approaches. The results of interviews with teachers, parents, and caregivers showed that children are more interested in visual and interactive learning media such as coloring, sticking, and simple games. Therefore, an educational media package was designed containing activity books with illustrations of fruit and vegetable characters, educational games, as well as stickers and a daily fruit and vegetable consumption calendar. This media is not only intended for children, but also as a creative guide for parents in presenting fruits and vegetables to children in a fun way. It is hoped that this media can serve as an effective non-digital educational alternative in fostering healthy eating habits from an early age.

Keywords: early childhood, fruits and vegetables, educational media, activity book, visual communication design