

# ***ILLUSTRATION BOOK DESIGN BENEFIT OF FRUITS AND VEGETABLES FOR KIDS***

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## ***ABSTRACT***

Fruits and vegetables are foods that contain lots of nutrients, but rarely consumed by the majority of the Indonesian population, especially the children, while Indonesia is a country that is very rich in fruits and vegetables. Deficiencies in eating fruits and vegetables can cause the body lacks nutrients such as vitamins, minerals, fiber and acid-base imbalance of the body that can result in the onset of various diseases.

In the design illustrated book, the author uses data collection methods such as observation of some elementary school in the city of Bogor, literature of books related to the design, related to the informant interviews and distributing questionnaires to parents who have children. Moreover, the authors use a comparison matrix analysis to compare three similar books.

In designing this thesis the author in collaboration with the City Health Office Bogor as the relevant institutions. Which will be illustrated book will be given to the relevant institutions to assist in providing information on fruits and vegetables and reduce the number of less consumption of fruits and vegetables for children.

Visual concept illustrated book benefits of fruits and vegetables using simple cartoon-style illustrations that support the story and according to the characteristics of children. This illustrated book using a color derived from fruits and vegetables that are discussed in each series of books. The authors hope the children may be interested to read the book and liked and want to consume fruits and vegetables.

Key Words: Fruits and Vegetables, Illustration Book, Primary School Children, Benefits of Fruit, Benefits of Vegetables, Children's Books