

Abstract

Hapsari, Adisti Widya. 2016. Media Motion Graphic To Introduce Nutrient In Healthy Baby Food At Lengkong Village, Kab. Bandung. Thesis. Program Studies Visua communication design. Faculty of creative industries telkom university.

Nutrition is one of the important factors affect the individual or society. Nutrition directly affect physical and mental growth. The nutritional needs of a baby are in complementary foods or MPASI. The nutritional needs of a baby is almost 2 times the nutritional needs of adults. Its happening infant malnutrition caused by lack of parental knowledge of the nutritional content of food in infants. The author uses the method of qualitative research with phenomenological analysis and use interview techniques, observation and literature. Is expected to motion graphic could provide information to mothers and build interest for making nutritious meals.

Keywords: food, nutrition, baby, motion graphic