

ABSTRACT

Significant weight gain among students, especially during this pandemic, is very worrying because it can lead to a chronic disease. The disease that occurs due to excessive accumulation of fat in the body is called obesity. Lack of activity and not being selective in choosing the food consumed is one of the causes. If this is left alone, it will not be surprising if the obesity rate in Indonesia will increase. There are many bad effects that arise if this lifestyle is still carried out. Therefore, the purpose of this research is to create a solution in the form of educational media that can be accessed and then used to learn about calories in the food and beverages consumed. In the final project, there are two types of methods used, namely the first is a qualitative method, used to collect data by conducting interviews, literature studies, and distributing questionnaires. As for the method of analysis will use the method of matrix analysis. The design of this final project is expected to produce digital educational media to be used by students as a source of information about calories in order to better consider the calorie intake consumed every day. Based on the existing problems, a calorie education media is needed for students to choose daily intake in an effort to prevent significant weight gain that can lead to obesity.

Keywords: Visual Communication Design, Prevention, Diet, Obesity, Calories, Applications