

ABSTRACT

Elementary school-age children, especially in Indonesia, rarely like to consume vegetables, based on data, the average Indonesian child only rises a few percent in liking vegetable consumption, this is caused by several things, one of the reason is because vegetables are bitter foods, even though elementary school-age children experience physical growth in height, weight, and motoric growth. Therefore, there is a need for information media that educates children on the importance of eating vegetables, such as animation media. This research aims to design an animation storyboard that is useful for conveying messages about the importance of vegetable consumption. The design method used is based on literature study data, observations, interviews, and questionnaires analyzed with a qualitative approach. Based on the results of data analysis, it is found that there are still many elementary school children who do not like vegetable consumption and do not know the benefits obtained from vegetables. This animation storyboard design is expected to be a direction for creative workers in making educational animations about the importance of eating vegetables for children.

Keywords: Children, Growth, Storyboard, Vegetable