

ABSTRACT

Halal and thoyyib food is an essential concept in Islam, encompassing both permissibility according to the halal law, quality, cleanliness, and nutritional value of food. Halal refers to food that is permissible, while thoyyib describes food that is good, healthy, and suitable for consumption. However, in practice, many elementary school-aged children have not paid attention to these aspects. This may be due to a lack of knowledge about halal and healthy food, as well as the absence of engaging media to introduce the concept of halal and thoyyib. This design project uses a qualitative approach through school observations, interviews, product comparisons, and literature studies. The collected data were processed using descriptive analysis, matrix analysis, and visual analysis. The results were used in the design of an illustrated book with interactive features titled "My Lunchbox: Halal and Healthy!". The book was tested and the result showed that the illustrated book effectively introduces the concept of halal and thoyyib in a simple and engaging way.

Keywords: Illustrated book, halal, thoyyib