

FULL ABSTRACT

Comic Kisah Jenaka dari Negeri Sumber Pangan'

Soekirman¹, Waloejo DS², Miftahul Ulum³, Wulan Agustina³

¹Indonesian Danone Institute Foundation, ²Freelance Illustrator, ³Universitas Esa Unggul

Correspondence: akhir.riyanti@danone.com

The purpose of the comic is to introduce a Balance Diet concept to school children age. This project is a continuation of the balance diet messages campaign activities. In targeting school children, we develop a picture book (comic) for elementary school children. It expected to educate them from its storyline, which featuring role of certain character or illustration. This is a complementary tool for the previous module.

The comic brings 4 principles of Gizi Seimbang (Balanced Diet) as the main messages. It is adapting messages that previously being widely disseminated by 'Sehat & Bugar berkat Gizi Seimbang' book. This story is set from Negeri Sumber Pangan, which taken variety of foods as their role. It is opened by a story about basic nutrition and nutrient, including the role of carbohydrate, protein, fat, vitamin and minerals. Followed by 4 principles, namely eat variety of food, healthy & clean life style, regular exercise and monitor body weight. The essence message is that even each of food have different nutrient content and different function, they will complement each other for beneficial to the body. At the end of story, the obesity issue and its impact is raised, at examining the risk of non-communicable diseases. In conclusion, we hope this comic serves a sufficient complementary to the module, in disseminating Balance Diet messages to the children.

Keywords: 4 principles, Balance Diet, obesity, school children