

***Design of Animated Video Content to Complement the Dietary Intake of
Chronic Energy Deficiency (CED) Pregnant Women***

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ABSTRACT

Chronic Energy Deficiency (CED) is a nutrient deficiency that frequently affects pregnant women, caused by a prolonged lack of energy and protein intake (chronic). Identified by the upper arm circumference measurement (UAC) at 23.5 cm or directly on the red portion of the UAC band. The frequency of CED among pregnant women at the Kedungjajang Health Center in the Lumajang Regency is still substantially higher than the national goal for 2020–2024. Among the attempts to enhance nutritional status, nutrition education is implemented with the aid of the media. This study aims to generate animated video content to complement the dietary intake of CED pregnant women. Research and development (R&D) is the methodology utilized. This research employs the ADDIE (Analysis-Design-Develop-Implement-Evaluate) development approach. Seven pregnant women with CED participated in this study. With a score of 84.28 percent among material specialists and 94.67 percent among media professionals, the validation test of the generated animated video media falls into the "very good" category, indicating that the media should be tested without alteration. With a score of 91.43 percent, the subject's acceptance test results fall within the exceptional category. Based on the findings of the study, an animated movie was created as an educational tool to assist pregnant women with CED in obtaining sufficient nutrition.

Keywords: ADDIE, Media, Pregnant Women Chronic Energy Deficiency, Video Animation.