

**Development of the Anemia Pop Up Book as an Education Medium For
Students of SMP Negeri 1 Jelbuk**

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ABSTRACT

Anemia is a nutritional problem that occurs in many groups of adolescents and pregnant women in developing countries. Pop up book is a medium to convey messages in the form of books that are three-dimensional and seem to move or arise when opened. The purpose of this study was to make Pop Up Book anemia media as an educational media for students of SMP Negeri 1 Jelbuk. This research is descriptive research with the R & D (Research and Development) method and the ADDIE (Analyze, Design, Development, Implementation, Evaluation) research model. This research uses an instrument in the form of a questionnaire to determine the feasibility level of pop up book media. The conclusion in this study is that the making of pop up book media about anemia in junior high school students is tailored to the needs through situation analysis. The pop up book media made is equipped with illustrations and animations to attract the attention of readers. The material presented is about the definition of anemia, the causes of anemia, the dangers of anemia, prevention of anemia, recommended foods, and examples of menus in a day. The results of the material validation test get a percentage of 87%. The results of the media validation test get a percentage of 91%. Media feasibility trials for adolescent students still cannot be carried out due to time constraints. Based on the guidelines for converting quantitative data to qualitative data, pop up book media can be categorized as Very Good with the statement that pop up book media is suitable for use.

Keywords : ADDIE, Anemia, *Pop Up Book*,