

The Interestdness of Pre-School Aged Children on Various Type of Nutrition Education Visual Media

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ABSTRACT

Media is a learning information channel to support learning can run well. This research aims to determine the interestdness of Pre-school age children on various type of nutrition education visual media. This research was used cross sectional design and conducted at Al-khoiri kindergarten (Sukowono) and Ananda integrated islamic kindergarten (Sumbersari). The subject in this research were 122 subjects from both kindergarten. The sampling technique was used Random Sampling. The methods of data collection were interviews with questionnaires. The data consisted children characterization, type of visual media, media visualisation, and figure characteristic. The result of this research shows that the type of sport that they liked is cycling (32%), and the hobby of art that they liked is drawing/ coloring (56,6%). The preferred type of visual media is illustrated story books (44.3%), the type of cartoons that children like is animated cartoons (100%) and the type of stories they like are funny stories (38.5%). The preferred form of message content is pictures and writing (76.2%). The preffered character of figure is protagonist (95.9%), the sex of the preferred person is male and female (56.6%), and age of the preferred figure is the same age (83.6%). Various characteristics of children, types of visual media, and characteristics of these figures must be considered in designing a visual media for nutritional education in pre-school children because educational media is important for children's learning effectiveness, Illustrated funny story book with a figure who like cycling and drawing/coloring and has protagonist character is a proper alternative nutrition education visual media.

Keywords : *Media Interstdness, Nutrition Education, Pre-School Age Children*