

***Media Flash Card Development About Balanced Nutrition Guidelines As
Educational Media For Elementary School Students
in SDN Bintoro 01 Jember***

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ABSTRACT

According to the preliminary study, there exists still limited educational media used by elementary students, especially in terms of Balanced Nutrition Guidelines at school. This study aimed to develop *Flash Card* media about balanced nutrition guidelines as an educational media for elementary school students. This study is a development research that used the ADDIE model. The process of developing a *Flash Card* was conducted from October to December 2018. This development research used two data analysis techniques, namely, qualitative descriptive data analysis techniques and quantitative descriptive data analysis techniques. Qualitative data was in the form of suggestions and comments from the valuator that will be used as a product improvement material developed. Whereas, the quantitative data was the assessment score data from the valuator and the students' knowledge scores. Based on the results of the validation from the material expert valuator obtained the percentage as much as 98% with a very good category. The results of validation from media expert valuator 1 obtained a percentage as much as 96% with a very good category. The results of validation from media expert valuator 2 obtained a percentage as much as 85% with very good categories. The results of the achievement of *Flash Card* media as an educational media can be seen from the improvement results of students' knowledge with scores before and after being given *flash card* media, they are 63.20 and 75.20, respectively. Based on these results, it can be concluded that *Flash Card* media is very suitable to be used by students in SDN Bintoro 01 Jember.

Keywords: *Flash Card*, Balanced Nutrition Guidelines, SDN Bintoro 01 Jember