

ABSTRACT

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Visual Communication Design of Complementary Feeding Campaign for Young Mothers in Jakarta

Currently, Indonesia is facing a double burden on nutrition issues. One of the factors that influence malnutrition in children is the phase of giving complementary foods. The provision of appropriate complementary foods is needed to prevent malnutrition in children. Because the provision of inappropriate complementary foods can lead to nutritional deficiencies that will make it easier for minor to fatal illnesses, the long-term effects can continue to have an impact throughout the child's life, ranging from poor learning abilities, low productivity, to intellectual disruption and social development. The purpose of this design is to make young mothers aware of the importance of complementary feeding with appropriate and in accordance with the conditions of child development. This Visual Communication Design uses a qualitative (observation, interview, and literature) and quantitative (survey) approach. The target chosen for the design of this campaign is young mothers with children aged 4-24 months. The results of this research are in the form of a visual communication campaign design with an educational approach to make the target audience ensure that the solid food they provide to their children is appropriate and in accordance with the conditions of child development.

Keywords: Visual Communication; Campaign; Complementary Foods