

ABSTRACT

This study designs an infographic booklet to help pregnant women understand the importance of healthy eating in preventing stunting in children. With the main goal of creating effective and engaging educational media, this research utilizes infographic design and flat design illustrations. The background of this study is the high rate of stunting in Ajibarang, Banyumas, and the low nutritional knowledge among pregnant women. This study employs interviews, literature reviews, and questionnaires, with data analysis using SWOT and USP techniques. The results show that many pregnant women in Ajibarang lack sufficient information about proper nutrition. This lack of knowledge, combined with limited access to healthcare services and poor sanitation, is a major cause of stunting. The survey revealed that most of the community does not fully understand what stunting is and how to prevent it. To address this issue, we designed and distributed an infographic booklet at Puskesmas Ajibarang 2. It is hoped that this media can provide practical guidance and enhance the awareness and knowledge of pregnant women about the importance of proper nutrition for their children's health.

Keywords: Stunting Prevention, Booklet, Information Media