

# **DESAIN DAN PENGEMBANGAN MEDIA EDUKASI GIZI : TAS BEKAL “PERBANYAK KONSUMSI BUAH DAN SAYUR”**

Fatihatu Nuri Rohmani (P07131217018)  
Sarjana Terapan Gizi dan Dietetika, Poltekkes Kemenkes Yogyakarta  
Alamat korespondensi : [fatihatunuri@gmail.com](mailto:fatihatunuri@gmail.com)

## **ABSTRAK**

**Latar Belakang** : Buah dan sayur kaya akan manfaat untuk mencegah dan mengobati penyakit. Walaupun demikian, saat ini anak-anak cenderung kurang mengonsumsi buah dan sayur. Media pembelajaran merupakan alat yang dapat membantu proses belajar mengajar sehingga makna pesan yang disampaikan menjadi lebih jelas.

**Tujuan** : Tujuan dari penelitian ini adalah untuk mengetahui kelayakan media tas bekal “Perbanyak Konsumsi Buah dan Sayur” untuk menjadi media edukasi gizi serta validitas dan reliabilitas pertanyaan tentang pengetahuan, sikap juga perilaku subjek mengenai buah dan sayur

**Metode** : Metode dalam penelitian ini adalah metode penelitian dan pengembangan (*Research and Development* atau RnD). RnD merupakan metode penelitian yang digunakan untuk menghasilkan produk tertentu dan menguji ke-efektifan produk tersebut.

**Hasil** : Setelah tas bekal diujikan menggunakan skala likert kepada dua ahli media didapatkan hasil tas bekal layak namun diperlukan beberapa perbaikan sesuai saran. Setelah tas bekal diujikan menggunakan skala likert kepada 31 murid SD kelas 4, anak cenderung menyukai tas bekal. Ketika soal pengetahuan diujikan validitas dan reliabilitasnya didapatkan hasil tujuh valid dan reliabel. Untuk soal sikap dan perilaku hasil uji validitas dan reliabilitas yang didapatkan adalah valid dan reliabel.

**Kesimpulan** : Tas bekal layak jika dijadikan sebagai salah satu media pembelajaran dan soal dapat dipakai. Soal pengetahuan tujuh valid dan reliabel. Untuk soal sikap dan perilaku valid dan reliabel

**Kata kunci** : tas bekal, media edukasi, buah dan sayur, skala likert

## **DESIGN AND DEVELOPMENT OF NUTRITION EDUCATION MEDIA: LUNCH BAG "EXPANDING THE CONSUMPTION OF FRUIT AND VEGETABLES"**

Fatihatu Nuri Rohmani (P07131217018)

Applied Bachelor of Nutrition and Dietetics, Poltekkes of the Ministry of Health  
on Yogyakarta

Address for correspondence: [fatihatunuri@gmail.com](mailto:fatihatunuri@gmail.com)

### **ABSTRACT**

**Background:** Fruits and vegetables are rich in benefits for preventing and treating diseases. However, currently, children tend to consume fewer fruits and vegetables. Learning media is a tool that can help the teaching and learning process so that the meaning of the message conveyed becomes clearer.

**Purpose:** The purpose of this study was to determine the appropriateness of the media lunch bag "Increase Consumption of Fruits and Vegetables" as a media for nutrition education as well as the validity and reliability of questions about knowledge, attitudes and subject behavior regarding fruits and vegetables.

**Method:** The method used in this research is the method of research and development or RnD. RnD is a research method used to produce certain products and test the effectiveness of these products.

**Results:** After the lunch bags were tested using a Likert scale to two media experts, it was found that the lunch bags were feasible but some improvements were needed according to the suggestions. After the lunch bags were tested using a Likert scale on 31 4<sup>th</sup> grade students in elementary school, the children tended to like them. When the questions of knowledge were tested for validity and reliability, the results obtained were seven valid and reliable. For questions of attitude and behavior, the validity and reliability test results obtained are valid and reliable.

**Conclusion:** Lunch bag is appropriate if it is used as a learning medium and questions can be used. Seven knowledge questions are valid and reliable. For valid and reliable attitudes and behaviors

**Keywords:** lunch bag, educational media, fruit and vegetables, Likert scale