

RINGKASAN

Pertumbuhan penduduk yang tinggi menyebabkan berbagai masalah seperti masalah gizi. Berdasarkan data WHO 36,4% anak yang lahir di Indonesia mengalami kurang gizi yang menyebabkan balita terkena *stunting* atau kerdil. Seperti di kecamatan Ajibarang, dari tahun 2018 menuju 2019 terdapat kenaikan angka anak lahir *stunting*. Maka dari itu diperlukan sosialisasi bagi masyarakat agar lebih peduli terhadap pencegahan *stunting*. Salah satunya dengan sosialisasi menggunakan video animasi karena video animasi dapat digunakan untuk menarik perhatian jika digunakan secara tepat. Rancangan objek yang akan dibuat mengacu pada metode dokumentasi, wawancara dan studi pustaka. Dengan adanya video sosialisasi mengenai *stunting* ini diharapkan masyarakat dapat lebih peduli terhadap pencegahan *stunting* terhadap anak.

Kata Kunci : Animasi, *Stunting*, Ajibarang

ABSTRACT

High population growth causes various problems such as nutritional problems. Based on WHO data, 36.4% of children born in Indonesia are malnourished, which causes children under five to be stunted or stunted. As in the Ajibarang sub-district, from 2018 to 2019 there was an increase in the number of children born with stunting. Therefore, socialization is needed for the community to be more concerned with stunting prevention. One of them is by using video animation because animated video can be used to attract attention if used appropriately. The design of the object to be made refers to the method of documentation, interviews and literature study. With this socialization video about stunting, it is hoped that the community can be more concerned with preventing stunting of children.

Keywords: Animation, Stunting, Ajibarang.

