

**FINAL PROJECT**  
**DESIGN OF A 2D ANIMATION VIDEO ABOUT REAL FOOD FOR EARLY  
CHILDHOOD LEARNING**

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By :

**Krisna Fatichal Septiandra**

**21052010136**

Supervisor 1 :

**Diana Aqidatun Nisa, S.T., M.Ds**

Supervisor 2 :

**Aileena SCREC, S.T., M.Ds.**

**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN**

**FACULTY OF ARCHITECTURE AND DESIGN**

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

**2025/2026**

**APPROVAL PAGE**

**DESIGN OF A 2D ANIMATION VIDEO ABOUT REAL FOOD FOR EARLY  
CHILDHOOD LEARNING**

**Compiled By:**

**Krisna Fatichal Septiandra**

**21052010136**

**Has been defended in front of the Examiner Team**

**On the date: April 20, 2026**

**Supervisor I**



**Diana Agidatun Nisa, S.T., M.Ds**  
**NIP. 19900611 201803 2001**

**Examiner I**

**Supervisor II**



**Aileena SCREC, S.T., M.Ds.**  
**NIPPPK. 19870119 202421 2024**

**Examiner II**



**Aninditya Dajjar, S.Sn., M.Sn.**  
**NIPPPK. 19941124 202406 2002**

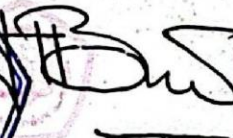


**Mahimma Romadhona, S.T., M.Ds**  
**NIP. 19880428 201803 2001**

**This Final Project has been accepted as one of the requirements**

**to obtain a Bachelor of Design (S-1)**

**Dean of the Faculty of Architecture and Design**



**Ibnu Sholichin, S.T., M.T.**  
**NIPPPK. 19710916 202121 1004**

**AGREEMENT PAGE**  
**DESIGN OF A 2D ANIMATION VIDEO ABOUT REAL FOOD FOR EARLY  
CHILDHOOD LEARNING**

**Compiled By:**

**Krisna Fatichal Septiandra**


**21052010136**

**Has been defended in front of the Examiner Team**

**On : April 20, 2026**

**Supervisor I**


**Supervisor II**

  
**Diana Aqidatun Nisa, S.T., M.Ds**  
**NIP. 19900611 201803 2001**

  
**Aileena SCREC, S.T., M.Ds.**  
**NIPPPK. 19870119 202421 2024**

**This Final Project has been accepted as one of the requirements  
to obtain a Bachelor of Design (S-1) degree**

**Head of the Visual Communication Design Study Program**

  
**Masnuna, S.T., M.Sn.**  
**NIPPPK. 19840512 202121 2004**

## PLAGIARISM FREE STATEMENT LETTER

I, the undersigned:

Number : Krisna Fatichal Septiandra  
NPM : 21052010136  
Program : Bachelor (S1)  
Study Program : Visual Communication Design  
Faculty : Faculty of Architecture and Design

I declare that in this scientific document of Final Project, there is no parts of other scientific works that has been submitted to obtain an academic degree at a Higher Education Institution, and there is also no work or opinion that has been written or published by another person/Institutions, except those that are writtenly cited in this document and stated in full in the Bibliography.

And I declare that this scientific document is free from elements plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

This, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 20, 2026

Who Made the Statement



Krisna Fatichal Septiandra

NPM: 21052010136

## **ABSTRACT**

Establishing healthy eating habits from an early age is crucial for creating a resilient and productive generation. However, in today's modern era, children are more frequently exposed to aggressively marketed junk food than to real food or minimally processed foods. This issue is reinforced by observations and surveys showing that many young children (especially those aged 5 years and under) are still unfamiliar with various types of vegetables and receive insufficient education about the importance of healthy eating. As many as 70.8% of respondents stated a lack of information about real food for children.

This study aims to design an engaging 2D animated video educational medium to introduce the concept of real food to young children. Animation was chosen for its ability to enhance memory and engage children's interest through educational yet entertaining visuals.

The research method used was a mixed methods approach, combining a quantitative approach through questionnaires and a qualitative approach through interviews and direct field observations. The collected data was analyzed using the 5W+1H, Consumer Insight, and Consumer Journey techniques to ensure the content aligns with the characteristics of the target audience.

The result of this design is a 2D animated video, ideally between 1 and 3 minutes long, featuring unique characters such as Riki, Chef Carrot, Captain Broccoli, and Princess Strawberry. Through a simple storyline, this video is expected to provide children with new insights into the benefits of natural foods and encourage parents to provide more educational viewing regarding healthy eating.

Keywords: Realfood, 2D Animated Video, Early Childhood, Learning Media, Visual Communication Design.

## FOREWORD

The author expresses his gratitude to Allah SWT for the abundance of His grace and guidance so that the Final Project report entitled "" can be completed well. The preparation of this final project is one of the requirements to obtain a Bachelor's degree in Visual Communication Design at the Faculty of Architecture and Design, National Development University "Veteran" East Java. The completion of this report cannot be separated from the help, direction, and support of various parties. Therefore, through this opportunity, the author expresses his sincere gratitude to:

1. Allah SWT, who has always granted me the smoothness, strength, and health that have enabled me to complete this report successfully.
2. My parents, who have always provided motivation, prayers, and moral and material support.
3. Ms. Diana Aqidatun Nisa, S.T., M.Ds., and Ms. Aileena SCREC, S.T., M.Ds., as my supervisors, who have provided input and guidance throughout the process of preparing this report.
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7. My fellow DKV class of 2021 who always encouraged each other and togetherness until the completion of this final assignment.
8. All my dance friends who understood and encouraged me throughout the final assignment report.

The author realizes that this report is far from perfect, both in terms of content and presentation. Therefore, he greatly appreciates constructive criticism and suggestions for future development. Hopefully, this report will be useful for readers, especially in efforts to introduce real food to early childhood through 2D animated videos.

Surabaya, May 20 2026

A handwritten signature in black ink, consisting of stylized, overlapping loops and a long horizontal stroke extending to the right.

Krisna Fatichal Septiandra

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