Journal of Applied Nutrition and Dietetic

Volume 5, Number 2, December 2025 P-ISSN: 2797-7412

DOI: 10.30867/jand.v5i2.945

Development of the "Bekal Ku Berkualitas" Leaflet for Nutrition Education Among Parents at PAUD-Kindergarten Dinul Islam, Aceh Besar

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Abstract

Child malnutrition remains a major public health problem worldwide. In Indonesia, the Ministry of Health reported through the Indonesian Nutrition Status Survey (SSGI) that the prevalence of stunting in 2022 reached 21.6%. One contributing factor to poor nutritional status among children is inadequate food provision by parents or caregivers, including daily lunch meals. Nutrition education using appropriate media is one strategy to address this issue. This study aimed to develop a leaflet entitled "Bekal Ku Berkualitas" as a nutrition education medium for parents and caregivers at PAUD-Kindergarten Dinul Islam, Aceh Besar. This study employed a Research and Development (R&D) approach using the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. The sample consisted of 20 parents or caregivers of children enrolled at PAUD-Kindergarten Dinul Islam, Aceh Besar. Data were collected using questionnaires and analyzed using both qualitative and quantitative methods. Expert validation results showed an average feasibility score of 85.7% from material experts, 81.7% from media experts, and 92.5% from language experts, indicating that the leaflet was highly feasible. The average knowledge score of parents increased from 82.00 before the intervention to 92.25 after the intervention. Statistical analysis revealed a significant difference in knowledge before and after the intervention (p = 0.002). In conclusion, the development of the "Bekal Ku Berkualitas" leaflet as a nutrition education medium effectively improved parents' knowledge regarding quality food provision for children at PAUD-Kindergarten Dinul Islam, Aceh Besar.

Keywords: leaflet, nutrition education, parents/caregivers, quality food provision

Introduction

Preschool children aged 3–5 years are in a critical period of growth and development, often referred to as the *golden age*. During this stage, regular monitoring of growth is essential and requires proper assessment of nutritional status. Preschool children are generally active, enjoy playing with peers, and show strong curiosity in learning new things, which demands adequate energy and nutrient intake. Therefore, parents must have sufficient understanding of providing nutritious and high-quality meals to support optimal growth and development (Purbowati, Afiatna, & Anugrah, 2019).

Balanced and nutritious lunch provisions aim to ensure that the nutritional needs of early childhood education (PAUD) students are adequately met. Proper nutrition contributes not only to energy supply and physical growth but also plays a crucial role in disease prevention, immune system strengthening, intellectual development, and learning capacity. Consequently, parents need

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412 DOI: 10.30867/jand.v5i2.945

to pay special attention to children's dietary intake and provide foods that are appropriate to their nutritional requirements during this growth period (Rokimin, Rijanti, & Mutmainah, 2022).

Nutritional status problems among PAUD children, particularly toddlers, are strongly influenced by the quality of food intake, including daily lunch meals. In many cases, children's packed lunches tend to be monotonous and consist of limited food variety. Eating behavior issues commonly arise between the ages of three and five, such as refusal to eat vegetables, selective eating, and preference for junk food. Parents' nutritional knowledge is therefore a key determinant in selecting high-quality lunch meals, as parents are the primary providers of food and play a central role in shaping children's eating habits and maintaining their nutritional health (Azhima, 2021).

Parental knowledge is essential in establishing healthy eating behaviors in children. Nutrition education through counseling can provide parents with information aimed at improving knowledge, attitudes, and skills related to child nutrition. Such interventions support positive behavioral changes and contribute to improved nutritional and health status among children (Puspitasari et al., 2019).

On the 63rd National Nutrition Day, held on January 25, 2023, the Ministry of Health of the Republic of Indonesia released the results of the Indonesian Nutrition Status Survey (SSGI) 2022. The survey reported a national stunting prevalence of 21.6% in 2022, a decrease from 24.4% in 2021, indicating a reduction of 2.8%. This achievement aligns with the Ministry of Health's annual reduction target of approximately 2.7% per year and supports the national goal of reducing stunting prevalence to 14% by 2024, as outlined in the National Medium-Term Development Plan (RPJMN) (Ministry of Health of the Republic of Indonesia, 2022).

Despite this national progress, regional disparities remain. Data from the 2021 SSGI indicated that Aceh Province had the highest stunting prevalence in Indonesia at 33.2%. In 2022, Aceh Province reduced its stunting prevalence to 31.2%, while rates of wasting, underweight, and overweight were reported at 11.3%, 24.3%, and 1.9%, respectively (Aceh Provincial Health Office, 2022). Furthermore, data from the Aceh Besar District Health Office in 2021 showed that 29,085 children were underweight and 2,209 children (7.6%) suffered from malnutrition. Darul Imarah Health Center ranked second in malnutrition prevalence (12.1%), following Lhoknga (12.3%) and Indrapuri (11.8%) health centers (Aryani, Hasanah, & Rahmah, 2023).

Parents play a vital role as children's primary caregivers at home and are key partners in maintaining children's nutritional well-being. Parents determine children's food preferences, willingness to try new or modified foods, and acceptance of meals provided. In addition, parents are responsible for shaping healthy eating habits and monitoring children's growth and development (Jatmikowati et al., 2023).

The preparation of high-quality lunch meals should follow the Balanced Nutrition Guidelines as stipulated in the Regulation of the Minister of Health of the Republic of Indonesia No. 41 of 2014. For children aged 3–5 years, daily energy requirements range from 300 to 500 calories per meal. These needs should be met through balanced portions of carbohydrates, animal protein, plant protein, vegetables, and fruits. For example, one serving of rice (¾ cup or 100 g) provides approximately 175 kcal, while fish (45 g) provides 50 kcal, tempeh (50 g) provides 80 kcal, vegetables (100 g) provide 25 kcal, and fruit such as bananas (50 g) provides 50 kcal per serving (Ministry of Health of the Republic of Indonesia, 2014).

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412

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Adequate nutrient intake is essential to support children's growth and development and to prevent nutrition-related diseases such as energy deficiency, protein deficiency, and anemia. Nutrients also function as sources of energy, body-building materials, and regulatory components. A balanced diet consisting of 50–55% carbohydrates, 30–35% fat, and 15% protein is required to meet children's nutritional needs effectively. Therefore, parental involvement is crucial in ensuring the quality of children's food provision (Purbowati et al., 2019).

Given the persistent nutritional problems and suboptimal eating habits observed among school children, increasing parental knowledge regarding quality lunch provision is essential. One recommended strategy is nutrition education targeted at parents or caregivers (Ronitawati et al., 2020). Educational media that can clearly convey the concept of quality food provision are therefore needed. Leaflets are an effective educational tool because they present information through simple text and illustrations, making messages easier to understand and remember (Jeumpa SS, 2023).

An initial survey conducted at PAUD–Kindergarten Dinul Islam found that all 20 children regularly brought lunch from home; however, only 25% brought nutritionally balanced meals consisting of staple foods, animal protein, plant protein, vegetables, and fruits. Meanwhile, 35% brought snacks, and 40% brought cakes such as donuts and steamed sponge cakes. These findings indicate that the quality of children's lunches is strongly influenced by parental knowledge. Therefore, this study aims to develop a leaflet on quality lunch provision as a nutrition education medium for parents.

Methods

This study employed a Research and Development (R&D) approach to develop a leaflet as a nutrition education medium aimed at improving parents' knowledge regarding quality food provision for children. The development process followed the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The study was conducted at PAUD–Kindergarten Dinul Islam, Lagang Village, Darul Imarah District, Aceh Besar Regency, from November 16 to November 23, 2024. The study population comprised all parents or caregivers of children enrolled at the institution, totaling 20 participants. A total sampling technique was used. Before implementation, the developed leaflet underwent expert validation and revision to ensure content accuracy, media quality, and language clarity. Data were collected using structured questionnaires and analyzed using both qualitative and quantitative methods. Quantitative data were processed using Microsoft Excel to calculate mean scores and standard deviations, while results were presented in both textual and tabular formats.

Results

1. Analysis

Based on data from the Aceh Besar District Health Office in 2021, a total of 29,085 individuals were classified as underweight, and 2,209 individuals (7.6%) were identified as suffering from malnutrition. Among health centers in Aceh Besar, Darul Imarah ranked as the second highest in malnutrition prevalence (12.1%), following Lhoknga (12.3%) and Indrapuri (11.8%) (Aryani, Hasanah, & Rahmah, 2023). These data indicate that Darul Imarah District remains one of the priority areas for improving child nutrition. Efforts to improve children's nutritional status should focus on the provision of high-quality lunch meals based on the Balanced

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412

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Nutrition Guidelines. Adequate lunch provision is essential to meet children's nutritional needs, support optimal growth, protect against disease and infection, and enhance intellectual development and learning ability. One strategic approach to improving lunch quality is providing nutrition education to parents or caregivers using appropriate methods and media. Leaflets were selected as an educational medium to facilitate the delivery of clear and concise information regarding nutritionally balanced lunch provision.

As part of the formative study, in-depth interviews were conducted to explore parents' or caregivers' perceptions and challenges related to children's lunch quality. The interviews involved five parents or caregivers of children attending PAUD–Kindergarten Dinul Islam in Lamreung Village, Darul Imarah District, Aceh Besar Regency. The findings revealed that although some parents had a basic understanding of the definition of lunch provision, many lacked knowledge about the components of a high-quality and nutritionally balanced lunch. Parents also demonstrated limited understanding of the benefits of providing quality lunch meals, which was reflected in their continued practice of sending children to school with nutritionally inadequate food.

Furthermore, when selecting lunch items, parents tended to prioritize children's preferences rather than nutritional value, resulting in lunches dominated by snacks and sweet cakes instead of balanced meals consisting of staple foods, animal protein, plant protein, vegetables, and fruits. Parents also showed limited awareness of foods that should be avoided in children's lunch boxes, indicating gaps in knowledge related to quality lunch provision.

2. Design

Based on the results of the literature review and formative study, key messages for the leaflet on quality lunch provision were identified. These included the definition of lunch provision, benefits of bringing lunch from home, characteristics of quality lunch meals for children, practical tips for selecting appropriate lunch items for PAUD children, and types of foods that should be avoided. The content was designed using a combination of concise text and illustrative images to enhance clarity, attractiveness, and ease of understanding for parents or caregivers.

3. Development

The content and layout design of the "Bekal Ku Berkualitas" leaflet were evaluated through expert validation. The panel of reviewers consisted of two material experts from the Department of Nutrition at Poltekkes Kemenkes Aceh, two media experts from Serambi Indonesia, and two language experts from lecturers at Universitas Syiah Kuala. The material expert assessment showed that most items received scores between 4 and 5 (good to very good), with an overall feasibility percentage of 85.7%, indicating that the content was highly feasible. The media expert evaluation, which assessed aspects such as color selection, typography, sentence clarity, image quality, and presentation format, resulted in an average score of 4 (good), with a feasibility percentage of 81.7%, categorized as very feasible. Meanwhile, the language expert assessment covered spelling accuracy, grammatical correctness, sentence structure, terminology consistency, and motivational clarity. This evaluation yielded an average score of 5 (very good), with a feasibility percentage of 92.5%. Overall, the results of expert validation indicated that the leaflet media was highly feasible and suitable for use as a nutrition education tool for parents or caregivers.

Sukma S, et al. | Development of the "Bekal Ku Berkualitas" Leaflet for Nutrition

Journal of Applied Nutrition and Dietetic

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412 DOI: 10.30867/jand.v5i2.945

4. Implementation

The field trial was conducted to assess target acceptance of the leaflet, including its visual appearance, content clarity, ease of understanding, and usefulness as a nutrition education medium. The trial involved 20 parents or caregivers of children attending PAUD–Kindergarten Dinul Islam in Lamreung Village, Darul Imarah District, Aceh Besar Regency. The results showed that the average assessment score for all evaluated items reached 100%. This indicates that the leaflet's visual design was considered attractive, the content was clear, and the information was easy to understand. In addition, respondents rated the leaflet as very helpful in increasing their understanding of quality lunch provision for children. Based on these findings, it can be concluded that the "Bekal Ku Berkualitas" leaflet demonstrated a high level of acceptability and effectiveness as a nutrition education medium for parents or caregivers of PAUD children.

Results

Development of Leaflet Media

The development process resulted in a nutrition education leaflet titled "Bekal Ku Berkualitas", designed using the Canva application. The leaflet incorporated attractive colors, clear illustrations, and concise messages to enhance comprehension and memory retention among parents or caregivers. The leaflet was produced in A4 size (21 × 29.7 cm) with folded pages containing text and images related to quality children's lunch provision.

Feasibility of Leaflet Media

a. Expert Validation

Expert evaluation showed that the leaflet was highly feasible for use as a nutrition education medium. Material experts rated the leaflet at 85.7%, media experts at 81.7%, and language experts at 92.5%. These results indicate that the leaflet met content accuracy, media design, and language clarity standards.

b. Field Trial (Acceptability)

The field trial involving 20 parents/caregivers demonstrated excellent acceptability. All evaluation aspects—visual appeal, clarity of content, ease of understanding, and usefulness—received average scores of 100%. These findings indicate that the leaflet was attractive, easy to understand, and very helpful as a nutrition education tool for parents.

Effect of Leaflet Media on Knowledge Improvement

Before the intervention, the mean knowledge score was 82.00 (SD = 16.575), which increased to 94.25 (SD = 5.447) after the intervention. The Shapiro–Wilk test indicated that both pre-test and post-test data were not normally distributed (p < 0.05). Therefore, a non-parametric Wilcoxon signed-rank test was applied. The results showed a significant improvement in parents' knowledge following the intervention (p = 0.002). Educational media play a crucial role in improving the effectiveness of health promotion by facilitating information delivery and comprehension. Leaflets, as visual media, help parents better understand and retain nutrition-related information, supporting positive changes in knowledge and behavior (Rahmawati, 2022).

Journal of Applied Nutrition and Dietetic

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412 DOI: 10.30867/jand.v5i2.945

Table 1. Descriptive Statistics of Parents'/Caregivers' Knowledge Scores

Parent/caregiver knowledge	n	Min	Maks	Mean	SD
Pre Test	20	55	100	82.00	16.575
Post Test	20	85	100	94.25	5.447

The average knowledge score of parents/caregivers before the intervention was 82.00 (SD = 16.575). After the leaflet-based nutrition education intervention, the average score increased to 94.25 (SD = 5.447). In addition, the minimum score increased from 55 in the pre-test to 85 in the post-test. Overall, parents' knowledge scores increased by 12.25 points following the intervention.

Effect of Leaflet Media on Parents' Knowledge

Table 2. Wilcoxon Signed-Rank Test Results

Ranks	n	Mean	Sum of Ranks	Asymp. Sig. (2-tailed)
Negative ranks (Post < Pre)	1	8.50	8.50	
Positive ranks (Post > Pre)	15	8.50	127.50	0.002
Ties (Post = Pre)	4			
Total	20			

The Wilcoxon signed-rank test showed that 15 respondents experienced an increase in knowledge scores after the intervention, one respondent showed a decrease, and four respondents had unchanged scores. The significance value obtained was p = 0.002 (p < 0.05), indicating a statistically significant difference between pre-test and post-test scores. These results demonstrate that the development and use of the "Bekal Ku Berkualitas" leaflet significantly increased parents' knowledge regarding the quality of children's food provision.

Discussion

Characteristics of Respondents

The respondents in this study consisted of 20 parents or caregivers. The majority were aged 25–30 years (50%), while only one respondent (5%) was under 25 years old. In terms of education level, most respondents had completed senior high school (45%), followed by junior high school (30%), and undergraduate or diploma-level education (25%). Regarding occupation, most respondents were housewives (80%), while others worked as teachers (15%) or health workers (5%). Despite this educational and occupational background, many parents still experienced difficulties in organizing nutritionally balanced lunch meals for their children.

The literature review and needs analysis identified several key problems related to children's nutritional status: (1) a high number of underweight and malnourished children in Darul Imarah District, (2) the district's position as one of the areas with the highest malnutrition prevalence, and (3) the need to prioritize quality lunch provision based on the Balanced Nutrition Guidelines through nutrition education for parents or caregivers.

The formative study revealed several gaps in parents' knowledge regarding quality lunch provision. Although most parents were familiar with the basic concept of packed lunches, the majority provided lunches of poor nutritional quality. Knowledge regarding the benefits of bringing balanced lunches, appropriate food selection, and foods that should be avoided remained limited. These findings indicate the importance of targeted nutrition education to improve parents'

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412 DOI: 10.30867/jand.v5i2.945

understanding and practices related to children's food provision. To address these issues, the researchers developed a leaflet-based nutrition education intervention combined with discussion-based counseling. This approach enabled two-way communication, allowing parents to ask questions, share experiences, and better understand how to prepare nutritionally balanced lunches for their children.

The findings of this study demonstrate that the development and use of the "Bekal Ku Berkualitas" leaflet significantly improved parents' knowledge regarding the provision of nutritious and balanced lunch meals for preschool children. This result supports previous studies showing that nutrition education delivered through printed visual media effectively enhances knowledge and influences dietary-related behavior among parents and caregivers (Andriani et al., 2019; Purbowati et al., 2019; Ronitawati et al., 2020).

Significant increase in parents' knowledge after the intervention is consistent with the theory that knowledge acquisition is facilitated through visual learning processes. According to Notoatmodjo (2018), health education media that combine text and images can improve comprehension and memory retention by engaging multiple senses. Leaflets, as simple and portable media, allow repeated exposure to educational messages, which strengthens understanding and recall. This mechanism explains the reduction in score variability observed in this study, as reflected by the decreased standard deviation in post-test scores.

The findings also align with research conducted by Andriani et al. (2019), who reported that nutrition education using calendar and leaflet media significantly improved adolescents' nutrition knowledge and eating behavior. Although their study focused on adolescents, the underlying educational principle remains applicable: structured visual media can effectively translate abstract nutrition concepts into practical guidance. Similarly, Ronitawati et al. (2020) found that education on balanced lunch boxes using printed media improved students' food choices, emphasizing the importance of parental involvement in meal preparation.

Parental knowledge plays a critical role in shaping children's eating habits, particularly during early childhood. Azhima (2021) and Maisyura (2022) emphasized that parents are the primary decision-makers in food provision and strongly influence children's acceptance of nutritious foods. In the present study, the formative assessment revealed that many parents prioritized children's preferences over nutritional value, often providing snacks or sweet foods. After receiving nutrition education through the leaflet, parents demonstrated improved understanding of balanced lunch components, which is an essential first step toward behavioral change.

The relevance of this intervention is further reinforced by the nutritional challenges faced in Aceh Province. Data from the Indonesian Nutrition Status Survey (SSGI) indicate that Aceh remains one of the provinces with the highest stunting prevalence nationally (Ministry of Health of the Republic of Indonesia, 2022; BKKBN, 2023). Aryani et al. (2023) also reported high rates of malnutrition among toddlers in the Aceh Besar District, highlighting the urgent need for preventive strategies targeting parents and caregivers. Improving the quality of children's daily lunch meals is a practical and context-appropriate intervention that can contribute to addressing these challenges.

The feasibility and acceptability of the "Bekal Ku Berkualitas" leaflet further support its potential for wider application. Expert validation indicated that the leaflet met standards for content accuracy, media design, and language clarity. High acceptability scores among parents

Volume 5, Number 2, December 2025

P-ISSN: 2797-7412

DOI: 10.30867/jand.v5i2.945

suggest that the leaflet was easy to understand and relevant to their daily practices. These findings are consistent with Jatmika et al. (2019), who emphasized that effective health promotion media must be simple, attractive, culturally appropriate, and tailored to the target audience.

Moreover, the significant improvement in parents' knowledge observed in this study supports the Knowledge–Attitude–Practice (KAP) framework, which posits that increased knowledge is a prerequisite for positive attitude formation and behavioral change (Notoatmodjo, 2018). Although this study focused primarily on knowledge outcomes, improved understanding of balanced nutrition is expected to influence parents' attitudes and practices related to children's food provision. Future studies may further explore behavioral and nutritional status outcomes following leaflet-based education. Overall, the results of this study indicate that leaflet-based nutrition education is an effective, feasible, and low-cost strategy for improving parents' knowledge regarding quality lunch provision for preschool children. When integrated into early childhood education and community health programs, such interventions have the potential to support broader efforts in preventing malnutrition and stunting.

Conclusion

The development of the "Bekal Ku Berkualitas" leaflet as a nutrition education medium effectively increased parents' knowledge regarding the quality of children's food provision at PAUD–Kindergarten Dinul Islam, Aceh Besar. This leaflet can serve as a practical and acceptable educational tool to support nutrition education programs for parents or caregivers. Parents and caregivers are encouraged to continuously improve their knowledge not only through formal education but also by accessing reliable information from mass media and other educational sources to enhance the quality of meals provided to children.

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Sukma S, et al. | Development of the "Bekal Ku Berkualitas" Leaflet for Nutrition

Journal of Applied Nutrition and Dietetic

Volume 5, Number 2, December 2025 P-ISSN: 2797-7412

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