

**UNIVERSITI TEKNOLOGI MARA**

**DESIGNING A PERSUASIVE GAME  
TO MOTIVATE YOUNG CHILDREN  
LOVE TO EAT VEGETABLES**

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## ABSTRACT

This research was conducted to prove the extent to which information technology can assist to change minds and behavior of children to be healthier. The research was conducted using the persuasive technology design where an example of persuasion game was developed using persuasion technology techniques and guidelines. As we know, children find it difficult to eat vegetables because of the vegetable taste itself, the way how the vegetables menu is presented to attract children and the way of life of the people around that influence children's to eat vegetables. Vegetables were selected as the main object in this game because vegetables have a lot of nutrients needed for the growth of a healthy child. Vegetables can supply nutrients to their bodies and become shields for the body from getting diseases as a result of poor diet. The strength of this game is that it encourages children to like to eat vegetables after playing this game. This game was created so that children can learn and adapt good values into the realm of reality. The development of this persuasive prototype game used SDLC flow, starting with planning, analysis, design, and implementation and testing. Participants involved in the research consist of the main players, namely children, parents, a caretaker and nutrition experts. They have provided very useful information to develop the persuasive prototype game.

Keywords: Children, Vegetables, Game, Persuasive technology, Healthy

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