

ABSTRACT

The birth of the first child for a married couple is a very happy thing for the completeness of their life. Especially the happiness felt by mother. However, there is an interesting phenomenon from postpartum, that is almost most of the first mothers of a new mother will feel the condition with feelings of sadness, confusion or anxiety excessive with a certain period of time. The condition is called baby blues syndrome. Baby blues syndrome is a condition that can be said to be fair, but if not handled properly and correctly will have a major impact on the physical and psychological health of mother and baby. The problem is when baby blues syndrome is considered not a big problem and information about baby blues syndrome is very minimal, so for mom and dad lack of preparation to follow up the condition. Therefore, it takes an information media to provide information and education for prospective mothers and fathers about baby blues syndrome. The process of collecting data on the design of this visual media using qualitative methods of literature study, interviews and observation. With the design of this visual media, is expected to become an effective visual media to educate the mother and father in preparing for the condition of the baby blues syndrome.

Keywords: Baby blues syndrome, media information