

ABSTRACT

ILLUSTRATION BOOK DESIGN ABOUT B.L.A.S.T FOR YOUNG PARENTS

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Indonesian residents who are married and have children are dominated by parents who are busy working. These busy working parents are not spending much time with their children, so they neglect their role as parents in educating directly. This also makes the closeness between parents and children tenuous. This problem certainly has a little impact on the psychological and growth of the child, one of which is that the child can experience B.L.A.S.T (Bored, Lonely, Angry-Afraid, Stress, Tired) which is not understood by most parents. In Indonesia the B.L.A.S.T case continues to increase every year, which makes this issue a concern for the government. Based on the problems that occur, there needs to be a follow up in dealing with B.L.A.S.T problems in children. So a book design was carried out through a visual communication design approach that aims to provide awareness to young parents to pay more attention to the emotions their children have with interesting forms of media.

The data collection method used is the method of observation of children with B.L.A.S.T, interviews with book and illustration experts, child psychologists, and young parents. Then a questionnaire and literature study were also carried out to complete the data in designing. And it is expected that the design of this illustrated book can provide information to parents to reduce the negative impact of the B.L.A.S.T phenomenon that occurs.

Keywords : Illustration Books, B.L.A.S.T, Young Parents