

**DESIGNING ILLUSTRATION BOOK TO FACE EARLY CHILDHOOD
EMOTION TOWARDS WORKING YOUNG PARENTS**

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ABSTRACT

Most of working young parents nowadays repute that it will be better if both of the parents have jobs, with the purpose of getting more income so that their basic needs will be fulfilled. That things force them to leave their child at an early age, and entrusted them to their closest family, their nanny, or even leave them at daycare. Based on early childhood emotion develop's theory, the lack of communication and time spent with parent in a long time have an impact to children's emotion. The working young parents nowadays feel confused in facing this problem. To know the cause and general phenomenon of the emotion appearance, so the research was done with qualitative methods, through observation, interview, and questionnaire dissemination which will be analyzed with matrix and SWOT analysis method. Based on results obtained and adjusted to theory related to Visual Communication Design, then illustration book created to give the information about guidance to face the early childhood emotion for working young parents. The book was expected to attract the interest of working young parents to be able to understand the feeling of the children that was left for work and to be able to face the children's emotion in a good way, so that relationship between parent and children maintained.

Keywords : book, guidance, illustration, emotion, early childhood