ABSTRACT

Generation Z has entered the parenting phase. They find difficulty in parenting and raising children as they feel unable to assist their child in developing because they feel that they are not prepared caused by their background they grew up from the previous generation. Generation Z realizes proper foster care is what is needed for the growth of the child. Meanwhile, in Indonesia, parenting is still listed as unfit and there is still a lack in awareness for educating. This study used descriptive qualitative methods, i.e. through *customer journey*, interviews with experts, and use related library studies. The theory that are used; Generation Z, Characteristics of Generation Z, Educational media approaches for Generation Z, illustration books, digital books, and parenting. Thereafter, comparative matrix of similar projects and triangulation analysis of methods will be used to find the conclusion to obtain the results that supports educational media based on illustration are needed for Generation Z in helping their children's socio-emotional development, and with that, they can encourage them to be prepared in educating and nurturing children.

Keywords: *Digital Illustration Book, Generation Z Parenting, Socio-emotional for children*