

ABSTRACT

Parenting is very important for early childhood where it is the main foundation in the formation of a child's character. However, many parents make mistakes in educating their children, thinking that what they do is right because they know best about their children. Errors in education can have a negative impact ranging from psychological problems to disruptions in child development. Children can lose their self-confidence that will affect their daily life. Therefore, to find out the causes of these problems, research will be carried out using qualitative methods through interviews and distributing questionnaires, then will be analyzed using matrix and SWOT analysis methods. Based on the conclusions obtained, it will be adjusted to the theory of Visual Communication Design and made an illustrated book design to provide information on how to increase children's self-confidence. This book is expected to help parents in educating children who lose their confidence so that the relationship between parents and children will be maintained.

Keyword: Parents, Early Childhood, Illustration Book