

ABSTRACT

Mental health is a critical issue that remains frequently overlooked, particularly among males who tend to suppress or withhold emotions due to the influence of patriarchal cultural norms. In the Banyumas region, anxiety is one of the most prevalent mental health disorders, however, men generally exhibit a low level of openness in expressing their feelings or emotional distress. The lack of safe spaces for men to express emotions, shaped by patriarchal expectations, positions mental health as an urgent issue requiring immediate attention. This study aims to design a visual journaling medium as a stress release tool for men who face difficulties in articulating their emotions. The research employs a descriptive qualitative approach, with data collected through interviews, observations, questionnaires, and documentation. Data analysis utilizes the SWOT, USP, and Positioning. The result of the design process is a visual journaling book entitled “Lelaki Boleh Bercerita”, which adopts a cartoon illustration style and is structured into three reflective sessions, emotional recognition, emotional release, and emotional closure. This journaling medium is presented in an A5 sized book format, with a personal approach. The main media is supported by supplementary promotional materials including x-banners, posters, story boxes, blind box tote bags, blind box keychains, toys, stickers, paper cups, and Instagram feed content, all intended to direct audiences toward the primary medium. The outcome of this research a visual journaling tool holds potential as a complementary form of art therapy that can support men in releasing emotional burdens in a constructive manner. It is anticipated that this research may offer an alternative form of creative therapy to promote mental well being, particularly for adolescent and early adult males in Banyumas.

Keywords: Visual journaling, men, mental health