ABSTRACT

ILLUSTRATION BOOK DESIGN ABOUT B.L.A.S.T

FOR YOUNG PARENTS

by: Rahma Noviyanti

NIM: 1601150357

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