

ABSTRACT

This design is motivated by the phenomenon of Indonesian people who have the perception that health is seen only in physical terms. Whereas the meaning of being healthy is a person's perfect condition both physically, mentally and socially. Therefore the authors designed the information media self-care method as an effort to invite students to maintain physical and mental health, especially for Bandung students. The problems in this study research are, (1) how to inform students about the importance of care and attention to maintaining physical and mental health, (2) how to design self-care information media methods as an effort to help maintain the physical and mental health of students in Bandung ?. The purpose of this study research are, (1) to inform students about the importance of care and attention to maintaining physical and mental health, (2) designing information media methods for self-care as an effort to help maintain the physical and mental health of students. The research method used is, literature study sourced from several textbooks, journals, and the internet, structured interviews and questionnaires. And using the method of data analysis and matrix SWOT. The results of this information media design are in the form of books. The concept of the message conveyed in this information media is to provide information about methods for caring for oneself in an effort to maintain physical and mental health, especially for students. The visual concept of the book is conveyed in the form of infographic content using a semi-realism illustration style. The benefits of this design, in order to help convey effective information about efforts to maintain physical and mental health to students, so that no more students experience physical and mental health problems.

Keywords: Information Media, Book, Self-care, Physical and mental health, Collage Students