

ABSTRACT

The rising rate of suicides among college students in the city of Bandung became the phenomenon which lead to this research. It is estimated that this phenomenon begins with stress that is not well controlled by majority of college students. These stress can either come from external causes such as a busy schedule to interpersonal cases such as the uncertainty to finish one's task. This research was conducted by direct observation, with a qualitative research method, and using both comparison matrix analysis and SWOT analysis to analyze data. Stress is a common thing felt by college students, one of which is academic stress. Academic stress can be influenced by a variety of things, including a lack of self-efficacy which is one's belief in one's abilities on doing certain tasks. Therefore, this study aims to create a preventive education media design that can be done by college students to avoid excessive academic stress, namely by increasing one's self-efficacy.

Keywords: Academic Stress, College Students, Self-Efficacy