

ABSTRACT

For the community, mental health disorders still provide a negative stigma. Usually this mental health disorder occurs due to the influence of a bad environment, either in the family, friends or community environment. The role of parents in children's mental health is very important, especially when it comes to the problem of the inner child, because the child's condition is still in the process of growing and developing, but there are still many parents who ignore this and lack awareness of the inner child of their child, especially teenagers aged 15-24. year. In addition, the lack of educational media to help parents understand the inner child. If this is allowed, many children will be negatively affected by the inner child, so a visual design of educational media is needed for parents to increase understanding and awareness about the inner child, especially for adolescents aged 15-24 years. The method used in this research is a qualitative method, where there are observations, interviews and literature studies as well as matrix analysis and AIDA. The final result of the research is in the form of an educational book that discusses the inner child and is intended for parents. Therefore, it is hoped that parents can increase their awareness well.

Keywords: Mental Health, Educational Media, Inner Child