

ABSTRACT

Divorce in families in Indonesia is a complex phenomenon that not only affects the relationship between spouse but also creates profound impacts on children, especially teenagers aged 18-21 years. The high rate of young marriages in Indonesia, especially metropolitan areas such as the cities of Jakarta, Bogor, Depok, Tangerang, Bekasi and Bandung which is caused by social, economic and cultural factors, is one of the triggers for divorce among young couples. Conflicts and economic problems have an important influence as the main causes of divorce. What is reflected in data from the Central Statistics Agency (CSA) is the high number of divorces in DKI Jakarta 2021.

The methodology applied in this design is qualitative, involving information collection through observation and note-taking, interviews, the use of questionnaires, and literature review. Observation and note-taking provide real-time data through direct observation, while interviews facilitate in-depth information exchange with the sources. Questionnaires are used to gather data from multiple respondents, and literature review helps understand the research context. The collected data are then analyzed using the STP (Segmenting, Targeting and Positioning) approach and a comparison matrix to identify market segments, determine the target audience, and develop an optimal position. The comparison matrix is utilized to compare variables and facilitate informed decision-making, resulting in a profound understanding.

The objective of this design is to deepen the understanding of the impact of young parents' divorce on the mental health of adolescents and to provide education as a reference in the visualization of various media, including illustrated books, guides, stationery, posters, flyers, banners and other supporting media. The research findings are expected to contribute to the development of more effective strategies and interventions in addressing the negative impacts of divorce especially on adolescents. Furthermore, this research can provide deeper insights into the dynamics of divorce in Indonesia, particularly in metropolitan areas, to assist in formulating more targeted policies.

Keyword – Young Parents' Divorce, Qualitative Method, Psychological Impact on Adolescents