

ABSTRACT

DESIGN OF PUBLIC SERVICE ADVERTISEMENTS AS SECURE ATTACHMENT EDUCATIONAL MEDIA

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Attachment is a basic bond that forms between a baby and its caregiver, usually parents. Individuals with good attachment (secure attachment) will feel comfortable with a more intimate relationship, while individuals who have poor attachment (insecure attachment), they have low self-esteem, feel unworthy of being loved and have anxiety about being left by people who are considered special. Therefore, this study aims to educate parents and children about attachment that affects parent-child communication through public service advertising media. This study uses a qualitative approach. Data were obtained from interviews with psychologists and several children who had communication problems with their parents. Then the data was processed using the 5W + 1H method. In this study, what makes children not good at communicating is children who grow up in families that have not finished with their problems. Parents will vent their emotions about these problems to their children. In addition, parents who only focus on their problems will tend to ignore the psychological needs of children, parents do not give children enough attention, parents never give children the opportunity to express their opinions, and parents do not want to listen to children. So this study is expected to make parents aware that communication in the family is important, especially for the psychological needs and character development of children. keywords: family, parents, children, attachment, communication

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