

ABSTRACT

This research aims to explore the concept of the inner child and the potential of reviving childhood memories through the medium of video art. The inner child is a psychological representation of childhood experiences, emotions and memories that often influence individuals in adult life. Through an art approach, specifically video art, this research seeks to explore creative ways to reconnect individuals with their inner child, both as a form of therapy and artistic expression. The resulting work functions as an interactive medium that presents a visual and emotional journey into childhood, triggering personal reflection for the audience. The results of this research are expected to show that video art has great potential in activating childhood memories and reconnecting individuals with their inner child in a profound way. In addition, the artwork is capable of creating diverse emotional experiences, ranging from nostalgia to healing, making it relevant in the context of contemporary art and psychological therapy. This research contributes to the development of emotional experience-based art studies and opens up opportunities for collaboration between art and psychology for broader purposes.

Keywords: *video art, inner child, memories*