

ABSTRACT

Teenage pregnancy remains a serious issue, particularly in Banyumas Regency, where the prevalence remains relatively high. The lack of understanding among teenagers regarding the risks of early pregnancy—including health complications and social consequences—highlights the need for educational media that is relevant, engaging, and easy to understand. According to data from the Banyumas District Health Office, the high number of teenage pregnancies is driven by peer influence, lack of self-control, and the ineffectiveness of existing educational media. This study aims to design an educational pocket book focusing on the risks of teenage pregnancy, using a visual communication approach that is informative, accessible, and tailored to the characteristics of teenagers. The research method used is a descriptive qualitative approach through observation, interviews, literature review, and questionnaires. SWOT analysis is applied to evaluate the strengths, weaknesses, opportunities, and threats of the proposed media design. The result is a main medium in the form of a pocket book, supported by promotional media such as posters, standing banners, stickers, tote bags, and Instagram content. The pocket book is designed with cartoon-style illustrations, minimalist layout, and pastel color tones to appeal to the youth demographic. Based on field testing and evaluation, this media has proven to be effective in delivering information and raising awareness about the risks of teenage pregnancy among teenagers in Banyumas.

Keywords: *pocket book, teenage pregnancy, educational media, visual communication design, Banyumas.*