

ABSTRAK

Kesehatan mental merupakan isu sosial yang mendesak, khususnya pada Generasi Z yang rentan mengalami gangguan kecemasan, salah satunya berupa gangguan kecemasan sosial. Kecemasan sosial dapat terjadi akibat tekanan sosial, media digital, dan faktor lainnya. Gangguan kecemasan sosial ditandai dengan rasa takut dan cemas yang berlebihan terhadap situasi sosial yang dapat mempengaruhi kualitas hidup individu. Kurangnya pemahaman, kesalahpahaman, serta stigma terhadap kesehatan mental menyebabkan Gen Z kesulitan mendapatkan dukungan yang sesuai. Oleh karena itu, dirancang kit kecemasan sosial “*A Little Less Worry*” sebagai media *self-help* yang bertujuan untuk membantu Gen Z memahami dan mengelola kecemasan sosial secara mandiri dan personal. Metode penelitian ini menggunakan metode *design thinking* yang meliputi tahap *empathize*, *define*, *ideate*, *prototype* dan *test*.

Hasil perancangan berupa kit yang terdiri dari media utama berupa buku *journaling* serta media pendukung seperti aromaterapi *roll on*, permen karet, pen, stiker afirmasi, dan *merchandise*. Desain visual menggunakan gaya ilustrasi *digital painting*, warna lembut, serta *layout* yang terstruktur agar mudah dipahami. Dengan demikian, perancangan kit “*A Little Less Worry*” diharapkan dapat menjadi media edukasi serta dukungan emosional yang menarik, relevan, dan nyaman bagi Gen Z dalam menghadapi kecemasan sosial.

Kata kunci : kecemasan sosial, Generasi Z, *self-help*, *journaling*

ABSTRACT

Mental health is a pressing social issue, particularly among Generation Z, who are vulnerable to anxiety disorders, including social anxiety disorder. Social anxiety can occur due to social pressure, digital media, and various other factors. This disorder is characterized by excessive fear and anxiety in social situations, which can significantly impact an individual's quality of life. Lack of understanding, misconceptions, and the stigma surrounding mental health often make it difficult for Gen Z to obtain appropriate support. Therefore, a social anxiety kit titled "A Little Less Worry" was designed as a self-help tool to assist Gen Z in understanding and managing social anxiety independently and personally. This study employs the design thinking method, which includes the stages of *empathize*, *define*, *ideate*, *prototype*, and *test*.

The result of this design is a kit consisting of a journaling book as the primary medium, supported by items such as aromatherapy roll-on, chewing gum, a pen, affirmation stickers, and merchandise. The visual design utilizes a digital painting illustration style, soft colors, and a structured layout for easy comprehension. Thus, the "A Little Less Worry" kit is expected to serve as an engaging, relevant, and comfortable educational tool and emotional support for Gen Z in facing social anxiety.

Keywords: social anxiety, Generation Z, self-help, journaling