

ABSTRAK

Kesehatan mental ibu pasca melahirkan merupakan aspek krusial yang sering kali kurang mendapatkan perhatian, khususnya pada ibu muda dari generasi Z (Mommy Gen Z) di Kota Medan. Fenomena *baby blues syndrome* memiliki tingkat prevalensi tinggi sekitar 50–80%, namun kerap diabaikan atau dianggap wajar akibat minimnya media edukasi yang komunikatif dan relevan dengan karakteristik generasi muda. Penelitian ini bertujuan untuk merancang sebuah buku media informasi berbasis visual ilustrasi sebagai sarana edukasi pencegahan dan pengenalan gejala awal *baby blues* secara efektif, taktil, dan empatik. Metode penelitian menggunakan pendekatan campuran (*mixed methods*). Data kuantitatif dijangkau melalui kuesioner kepada responden generasi Z yang mengonfirmasi bahwa kesadaran awal mencapai 100% namun kebutuhan akan edukasi mendalam tetap mutlak (100%) dengan media sosial sebagai sumber rujukan utama (83,3%). Data kualitatif melalui wawancara mendalam dengan psikolog klinis profesional via Halodoc dan kelompok target ibu muda berhasil mengidentifikasi akumulasi kondisi emosional negatif (seperti kecemasan, *overthinking*, dan rasa tidak percaya diri akibat transformasi fisik) serta faktor pemicu internal (hormonal/biologis) dan eksternal (stigma dan minimnya dukungan sosial). Hasil analisis data disintesis menjadi parameter perancangan desain komunikasi visual, yang diwujudkan dalam ilustrasi karakter yang hangat, psikologi warna penenang, serta hierarki tipografi layar dan cetak yang ramah dibaca. Melalui kehadiran buku informasi visual ini, target audiens diharapkan mampu melakukan deteksi mandiri sejak dini, sekaligus menggugah kesadaran keluarga terdekat untuk memberikan dukungan psikologis yang optimal.

Kata Kunci: Buku Informasi, Ilustrasi Visual, Baby Blues Syndrome, Mommy Gen Z, Desain Komunikasi Visual.

ABSTRACT

Postpartum maternal mental health is a crucial aspect that often receives insufficient attention, especially among young mothers from Generation Z (Mommy Gen Z) in Medan. The phenomenon of baby blues syndrome has a high prevalence rate of around 50–80%, yet it is often ignored or considered normal due to the lack of communicative educational media relevant to the characteristics of the younger generation. This study aims to design a visual illustration-based information book as an educational tool for preventing and recognizing early symptoms of baby blues effectively, tactilely, and empathetically. The research method used a mixed methods approach. Quantitative data were collected through questionnaires from Generation Z respondents, which confirmed that initial awareness reached 100%, but the need for in-depth education remained absolute (100%), with social media as the primary reference source (83.3%). Qualitative data, through in-depth interviews with professional clinical psychologists via Halodoc and with a target group of young mothers, successfully identified the accumulation of negative emotional states (such as anxiety, overthinking, and low self-confidence due to physical transformation) as well as internal (hormonal/biological) and external (stigma and lack of social support) triggers. The results of the data analysis were synthesized into visual communication design parameters, embodied in warm character illustrations, calming color psychology, and a readable typographic hierarchy for screen and print. Through the presence of this visual information book, the target audience is expected to be able to self-detect early, while also raising awareness among close family members to provide optimal psychological support.

Keywords: *Information Book, Visual Illustration, Baby Blues Syndrome, Gen Z Mommy, Visual Communication Design.*