THE DESIGN OF THE VISUAL ASSET OF JOURNALING BOOK EXPLORE MYSELF FOR MENTAL HEALTH IN GENERATION Z

ANGELICA FAYOLA AYU PARAMITA
PAULINA TJANDRAWIBAWA, B.A., MPRA.
afayolaayu@student.ciputra.ac.id
paulina.tjandrawibawa@ciputra.ac.id
Visual Communication Design
Ciputra University Faculty of Creative Industries
Citraland CBD Boulevard, Surabaya

ABSTRACT

This research chose designing the visual asset of Explore Myself journaling book for mental health which aims to invite and help the Z generation to take care and learn about mental health. From this journaling book, they are expected to know themselves and become a safe place to express their feelings. The research methods that are used are primary data through interviews with expert users and extreme users and also surveys with target audience. And secondary data from literature studies from books and journals. The results of the research proved that the visual asset of a journaling book can be designed with a fun and calm design to attract the Z generation and need to do more promotion on social media to build brand awareness.

Keywords: Journaling Book, Z Generation, Mental Health, Visual Asset

INTRODUCTION

Mental health according to WHO is a good mental condition in which a person can realize their own abilities, overcome the pressures they have every day, carry out activities productively, and be able to participate in his environment well. Mental health disorders have various kinds such as depression, anxiety, stress, and many more. In Indonesia, which in recent years has been hit by the COVID-19 pandemic, which has caused many people to lose their loved ones or even lose their jobs. This is also one of the reasons which can lead to mental health disorders in generation Z at the end of this year. In which mental health disorders in generation Z adolescents increased by 53%. Another thing which causes someone to experience mental health problems is because of social media. In which on social media we can do anything for something good to something bad to harming people.

Mental health should be well taken care of but there are still many people who do not care about their own mental health. Many people still do not fully understand

what mental health is for themselves. There are various ways we can maintain our mental health, such as exercising regularly, having good communication with those closest to us, getting enough rest, or even by writing a journal. Writing can be a way for someone who has difficulty conveying their feelings directly to those closest to them. In addition, writing is also believed to reduce stress and can also increase our creativity indirectly.

Starting from this problem, we want to design a journaling book entitled Explore Myself. In which this book can help them maintain mental health, especially generation Z who find it difficult to express their feelings directly. In this journaling book, they can get to know themselves directly and learn to love themselves or commonly called self love and also as a means to pour out their hearts in the form of writing and drawing. Therefore, the purpose of this research is to invite and help generation Z maintain their mental health by designing visual assets for journaling books in maintaining mental health in generation Z and its promotional media.

RESEARCH METHODS

This research will be conducted using primary and secondary data collection.

Primary Data

In collecting primary data, interviews will be conducted with expert users and extreme users and by conducting surveys on target audiences matching the Explore Myself target market.

There are three expert users who will be interviewed, namely:

1. Bagus H. Hadi

He is a psychologist and speaker on mental health. He is also a psychologist at halodoc Indonesia, omahjiwa.id, and behome.id. In addition, he is also one of the founders of bahagia project.

The topic which will be asked to the psychologist is to review the content of the Explore Myself journaling book whether the content of the book is appropriate for mental health. In addition, it is also to ask for criticism and suggestions regarding the development of Explore Myself book content.

2.   Aprilia Muktirina (@heyaapriliaa)

She is a digital creator in the field of illustration and graphic design who is famous on social media such as Instagram and also TikTok where her illustrations are distinctive with Javanese accents.

Topics which will be asked to the illustrator are a review of the design of the Explore Myself journaling book, insight into current design trends, and also asking for criticism and suggestions regarding the book design and promotional media.

3.   Irwan (@wantja)

He is a content creator who creates mental health doodles on his Instagram every week. He is someone who is interested in mental health and loves to share on his social media.

The topics to be discussed with the content creator are a review of the book content and design of the Explore Myself journaling book and asking for criticism and suggestions regarding the development of book content and design.

In addition, there are three extreme users who will be interviewed in which these three people match the Explore Myself target market, namely:

1.   Cindy Florencia, is an 22-year-old fresh graduate who loves to write diaries, draw, and read books.

2.   Astrid Monica, is an 18-year-old college freshman who loves to write and is a fairly introverted kid.

3.   Dhea Prisilia, is an 22-year-old counseling student who loves to learn about mental health.

The topics which will be discussed in the three extreme users is about their perception of the Explore Myself book design whether all the contents of the book can be understood easily and the understanding of the message of the design in the journaling book and promotional media as well as to ask for criticism and suggestions for further development.

In addition to interviews with expert users and extreme users, data will be collected through a survey of the target audience of at least 100 people. In which the target audience is the Explore Myself target market, namely generation Z women who are 18-24 years old and are interested in mental health or are experiencing mental health. The topics to be asked are about their perception of the design and content of the Explore Myself book whether it is easy to understand and for criticism of suggestions for the design, content of the book, and its promotional media.

Secondary Data

In secondary data collection, a literature study will be conducted using 10 books and 5 scientific journals which discuss mental health, design style, illustration, printing and publishing, and promotional media.

DISCUSSION

Mental Health

There are still many people, especially in Indonesia, who still do not understand what mental health is and how to keep our mental health healthy, especially in generation Z. In which they use social media every day and they do not know that using gadgets or social media can slowly affect our mental health too.

Mental health disorders are conditions in which a person has difficulty in understanding themselves and also the surrounding environment. A person is declared to have a mental health disorder when they are unable to solve their own problems, which can lead to mental health disorders such as excessive stress (Putri et al., 2015). And how do we know and realize that we have a mental health disorder? There are some of the most common characteristics of which a person has unhealthy mental health, such as those who do not feel happy every day, always feel insecure, lack confidence, have emotional instability, do not have a definite personality, are unable to face reality, and are even irritable or angry (Fakhriyani, 2019).

There are still many people who do not know how to maintain mental health and how to reduce mental health disorders. There are many people who when they realize they have mental health problems, do not dare to consult a psychologist.

There are several ways to maintain our mental health, such as appreciating every moment we pass every day, accepting whatever has happened in the past, reading or writing, meditation, trying to think of positive or beautiful things, and especially accepting yourself or self love (Haig, 2015).

Design Style

The concept of the design style in the Explore Myself journaling book used is a book design which gives the impression of being simple, friendly, and also fun. In which the colors used are colorful colors but still give a calm impression by giving a nude color. Colorful colors are colors which are lively, fun, and also full of enthusiasm, these colors also provide energy so that they can cause smiles from readers (Eiseman, 2017). There are several colors used in which these colors have their own meaning. While the typography used will resemble handwriting to give a more personalized and less rigid impression (Jordan et al., 2019).

Figure 1 Colors used in the Explore Myself journal book
Source: Author's documentation

CAVAET BRUSH

THE QUICK BROWN FOX
JUMP OVER THE LAZY DOG

the quick brown fox
jump over the lazy dog

ITIM

THE QUICK BROWN FOX
JUMP OVER THE LAZY DOG

the quick brown fox
jump over the lazy dog

Figure 2 Typography used in the Explore Myself journaling book
Source: Author's documentation

In addition, the layout used in this Explore Myself journaling book is to provide more whitespace than writing. So that readers can freely pour their hearts or express themselves in the journal. The use of whitespace in the journal also aims to minimize decorative elements and the message can be conveyed well. (Anindita & Riyanti, 2016).

Figure 3 Layout of Explore Myself Journaling book
Source: Author's documentation

Illustration

Illustration is an image or graphic process which can help readers to clarify something which wants to be conveyed, in addition to bringing to life the understanding of a writing which is converted into an image (Maharsi, 2016). Of course, illustration itself has an important role in conveying messages visually. In which a text will be translated into an image or commonly called an illustration. So, illustrations have the ability to translate messages quickly and also firmly. In addition, with the illustration, an atmosphere in the form of emotions can be conveyed so as to make the readers memorable (Male, 2017). The purpose of the illustration in a book is to improve the mood of the reader, where there are still many people who do not know that illustrations can help relieve stress (Savitri, F. A., & Setiawan, 2018).

The Explore Myself journaling book will apply illustrations on the book cover and the contents of the book to support the text in the contents of the book to give a more fun impression and not look monotonous so that they do not feel bored when

filling out the journal book. In which the illustrations used use a flat design style with solid colors and do not use too many shadow effects.

Figure 4 Illustration on the Explore Myself journaling book
Source: Author's documentation

Printing and Publishing

In making a book, a design which attracts customers is needed, especially on the book cover. Things which need to be considered are illustrations and of course in the use of typography whether it can be easily read or not. In which books which are preferred by many people are books which have a lot of illustrations rather than writing (Clark, 2019). In which the design must be made according to the target market of which we are aiming for. Whereas in making books such as journaling books, it can be utilized by providing several flexible and different layouts on each page so that it does not look monotonous. In which each page uses the proportion of images more than the writing. In addition, it can also use non-rigid typography which resembles handwriting so that the book feels more personal like a diary. (Jordan

al.,2019). Design such as illustrations in books is very important to support the texts in our books. In which the aesthetics of a book also affect the reader and influence a purchase. In making a book, the most important thing is the selection of design and also the selection of typography (Cranwell, 2017).

Promotional Media

In addition, promotional media is also needed to help Explore Myself be recognized by many people and attract buyers. In which the use of promotional media is expected to increase consumer loyalty and lead to consumers' decisions to buy and promote our products to others (Hamdani, N., & Triani, 2016). Therefore, the promotional media used must also match the target market.

There are several types of promotional media which are commonly used to promote offline and online, namely print media such as brochures and postures, outdoor media such as billboards and banners, electronic media such as TV and the internet, display media such as storefronts, and also special offers or merchandise (Wijayanti, 2017). The promotional media which will be used at Explore Myself is in the form of electronic media in the form of social media on Instagram by utilizing Instagram feeds, stories, reels, and advertisements. In addition, the promotional media used is in the form of merchandise in the form of stickers and also free printables journaling templates.

Advertising on promotional media will provide an important role in a business in which it has a role to inform, entertain, and connect us with customers. And the advertisement will contain a brand which promotes the goods or services offered in which the promotion is light and easy for the audience to understand. In addition, we can utilize the use of hashtags on social media so that our promotions can reach the target market which matches our business (Katz, 2017).

Research Results

The results of interviews with three expert users from a psychologist, mental health content creator, and illustrator as well as three extreme users who match the Explore Myself target market are as follows:

1.   Expert User

According to the three expert users, the entire content and design of the Explore Myself journal is in accordance with the mental health needs of Generation Z. The content is good, light, and easy to understand. The entire arrangement of each page of the book's contents is good and gives an exciting impression to the author. The use of color design is very suitable which gives a fun impression for generation Z and gives a calm impression. Meanwhile, the selection of promotional media is also right on target by using Instagram social media.

2. Extreme User

According to three extreme users who match the Explore Myself target market, the overall design of the book and promotional media is attractive and unique. In which the book gives a colorful, fun, and calm impression so that it makes them interested in filling out the journal book. The entire content of the book is also easy to understand and the section for writing is large enough. The message conveyed on the promotional media is also clearly conveyed which is to introduce the product. There are several suggestions for future book development, such as adding content about achievement, making a journal book with an Indonesian version to make it more suitable for Indonesian people.

Meanwhile, the results of the survey with the target audience, namely generation Z women aged 18-24 years as many as 119 respondents, are as follows:

● A total of 83.2% of respondents felt that the design of the Explore Myself journaling book was very attractive and 15.1% of respondents felt that the design of the journal book was quite attractive.

● A total of 99.2% of respondents could understand the contents of the journal book easily.

● The first impression which respondents got when they saw the design of this journaling book was that the colors of the book are colorful so that it is interesting and fun and gives a sense of calm or peace.

CLOSING

After conducting research through literature studies and also through extreme user and expert user interviews, the conclusion obtained in this study is that the visual assets of the journaling book which are packaged in a fun way and give a calm

impression can invite generation Z to be interested in filling out the Explore Myself journaling book. With the content of the book which is light and easy to understand, it can also educate and invite them to find out more about mental health. In order for Explore Myself products to be better known by the wider community, further promotion needs to be carried out on social media in order to further improve generation Z to want to know more about their mental health and especially in knowing themselves more deeply. The content on the promotional media is also not only with the introduction of the product but also provides more information which is more educational and also interactive content to attract the attention of the audience with a design which matches the target market.

The suggestion for this research is to focus more on promotional media, especially on Instagram content in order to further increase brand awareness in generation Z.

REFERENCES

Anindita, M., & Riyanti, M. T. (2016). Tren Flat Design Dalam Desain Komunikasi Visual. Jurnal Dimensi DKV Seni Rupa Dan Desain, 1(1), 1–14.

Clark, G., & Phillips, A. (2019). Inside Book Publishing (6th ed.). Routledge. https://doi.org/10.4324/9781351265720

Cranwell, V. E. (2017). Judging a Book By Its Cover: The Context Book Covers Provide. 97.

Eiseman, L. (2017). The Complete Color Harmony, Pantone® Edition: Expert color information for professional color results. Rockport Publishers.

Fakhriyani, D. V. (2019). Kesehatan Mental. In M. P. I. Dr. Mohammad Thoha (Ed.), Duta Media Publishing (Issue 2019). Duta Media Publishing. https://repository.unair.ac.id/87974/2/Buku Promosi Kesehatan.pdf

Haig, M. (2015). Reasons to Stay Alive. In Canongate Books.

Hamdani, N., & Triani, A. R. (2016). The Design of Klettern Media Promotion. Jurnal VCD, 1(1).

Jordan, C., Wahyudi, T. H., & Hapsari, R. W. (2019). Perancangan Buku Jurnal Mencapai Resolusi untuk Usia 18-23 Tahun. 1–11.

Katz, H. (2017). The Media Handbook: Sixth Edition. In Routledge Taylor & Francirs Group.

Male, A. (2017). Illustration: A Theoritical and Contextual Perspective. Bloomsbury Publishing.

Putri, A. W., Wibhawa, B., & Gutama, A. S. (2015). Kesehatan Mental Masyarakat Indonesia (Pengetahuan, Dan Keterbukaan Masyarakat Terhadap Gangguan Kesehatan Mental). Prosiding Penelitian Dan Pengabdian Kepada Masyarakat, 2(2), 147–300. https://doi.org/10.24198/jppm.v2i2.13535

Wijayanti, Titik. (2017). Marketing Plan Dalam Bisnis: Third Edition. Jakarta: PT Elex Media Komputindo