

Design of an Illustrated Book “Something In To You” On the Importance of Self-Love to Enhance Self-Confidence Among Young Women in Bandung, Indonesia

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Abstract

Self-confidence is one of the most essential qualities every individual should possess. A common issue observed today is that many adolescents still struggle with low self-confidence in their daily lives. One of the main causes of low self-confidence is the lack of attention to oneself, or in other words, the lack of self-love. Self-love plays a crucial role in enabling individuals to live their lives in a more balanced manner. Loving oneself means valuing one's well-being and personal happiness. The method used to address this issue is a qualitative approach, in which data were collected through literature studies, observations, and interviews with both the target audience and experts. The findings indicate that individuals with a strong sense of self-love tend to be more confident, less affected by others' negative opinions, and more capable of facing challenges with conviction. However, self-love also requires support from the surrounding environment, or at least a source of motivation that helps individuals rise again. Therefore, an illustrated book on the theme of self-love was designed to provide insights and enhance self-confidence through the practice of loving oneself. The book contains guidance and methods on how to manage and cultivate self-love, as many people still lack an understanding of how to implement it in their lives. Through these illustrations, it is hoped that individuals experiencing self-doubt can learn to apply self-love and overcome their lack of confidence.

Keywords: illustrated book, self-love, self-confidence, Something In To You

1. Introduction

1.1. Background

Adolescence is a critical developmental phase that serves as a transitional period between childhood and adulthood, generally occurring between the ages of 12 and 21. During

this stage, individuals undergo significant physical, psychological, and social changes. One of the most crucial aspects of personality development in this period is self-confidence, as it greatly influences learning processes, social

relationships, and the formation of personal identity (Rais, 2020).

However, in reality, many adolescents still face various psychological and social challenges, such as social anxiety, inability to express themselves, and feelings of inferiority. These issues are often exacerbated by unsupportive environments, widespread cases of bullying, and pressures from social media. Such conditions reflect the low awareness among adolescents of the importance of self-love.

The concept of self-love refers to a holistic acceptance of oneself, encompassing both strengths and weaknesses. Self-love enables individuals to value themselves, establish healthy boundaries, and build positive social relationships. A lack of understanding and application of self-love values can lead to mental health disturbances, decreased self-esteem, and an increased tendency among adolescents to engage in self-

destructive behaviors, such as gadget addiction, smoking, and early marriage (Rani et al., 2022).

Several previous studies have highlighted the importance of media in fostering adolescents' awareness and motivation toward self-love values, one of which is through illustrated books designed with communicative and engaging visual approaches. Christine Natalie Djogo et al. (2021), in their research, demonstrated that books incorporating motivational words and illustrations can serve as effective media to help young women enhance their self-love. Visually engaging media that is easy to understand and emotionally resonant with the audience can be a powerful educational tool, especially for victims of bullying or adolescents experiencing mental distress.

In this context, books are expected to play a significant role as communication tools to convey

positive messages related to emerging social issues. This study aims to explore the extent to which visual media can assist in enhancing adolescents' understanding and self-confidence through self-love messages delivered in an informative and inspirational manner.

1.2. Research Question

Based on the background described above, the research question in this study is as follows:

“How can an illustrated book on self-love be effectively and attractively designed for adolescents?”

1.3. Research Objective

This study aims to design an illustrated book on self-love that is both engaging and effective in conveying self-love messages, with the goal of enhancing adolescents' self-confidence.

1.4. Research Benefits

The benefits of this study are divided into two categories: theoretical and practical benefits.

a. Theoretical Benefits

This study is expected to contribute to the development of literature in the fields of adolescent psychology and visual communication design. By exploring the correlation between the concept of self-love and self-confidence, this research can broaden academic insight into visual approaches (illustration) in delivering social messages.

b. Practical Benefits

Practically, this research offers several advantages, including:

- Providing an educational medium in the form of an illustrated book that supports the enhancement of adolescents' self-confidence
- through communicative and inspirational visual messages.

- Serving as a reference for visual communication designers, educators, and social activists in designing similar illustrated books in the future.
- Offering a solution-oriented approach to adolescent social issues through interventions based on visual communication design.

1.5. Literature Review

a. Self-Love and Self-Confidence in Adolescents

Adolescence is a crucial phase in the formation of personal identity, characterized by the search for self-definition and the need for social acceptance. Muhammad Riswan Rais (2020) states that self-confidence is a vital aspect of adolescent development, directly influencing academic success and social interactions. Adolescents who lack self-confidence often face difficulties in expressing themselves and tend to feel inferior in social environments.

The concept of self-love is essential in building self-confidence. Elsa Nadia Rani et al. (2023) explain that a lack of self-love can lead adolescents to engage in negative behaviors, such as addiction, promiscuity, or even early marriage. Therefore, self-love needs to be instilled as a form of self-respect and appreciation.

Sandro Gatra (2022) emphasizes that self-love is not an easy concept for adolescents to adopt, particularly due to environmental influences and social pressure. Thus, educational and supportive approaches are necessary to strengthen adolescents' understanding of the importance of loving themselves.

b. Visual Media with a Self-Love Theme

The use of visual media as a communication tool plays a significant role in conveying social messages to adolescents. Djogo, Setiawan, and Kartaatmadja (2021), in their study, demonstrated that

illustrations combined with motivational text in book format can be an effective medium to encourage the practice of self-love, particularly among females aged 15–22. Meanwhile, Dinar Nuramini et al. (2021) highlighted how illustrated media can help victims of bullying rebuild their self-esteem and confidence through affirmative messaging.

Visual media designed in a communicative and emotionally resonant manner can touch the psychological aspects of adolescents and serve as a message delivery tool that is non-didactic, offering personal space for reflection and inspiration.

2. Theoretical Framework

2.1. Illustration

Illustration is regarded as an artistic creation process. The resulting artwork can take the form of drawings, photographs, or diagrams.

According to Drs. RM. Soenarto, illustration is an image or the result of a graphic process that serves as an ornament, accompaniment, or clarification of a sentence in a manuscript, guiding the reader's understanding.

Adi Kusrianto defines illustration as an art form used to visually explain a certain meaning or purpose. Meanwhile, Africa Fanio (2010), in her book *A Graphic Design Project From Start to Finish*, describes illustration as an image that explains a specific concept, conveys particular knowledge, and provides a new visual interpretation of a text or specific ideas (2010:128).

Based on the above statements, it can be concluded that illustration is a form of imagery used to convey messages through visual media.

a. Illustration Style

There are various illustration styles, but the author of this study adopts a cartoon illustration style. The use of

cartoon illustrations in this nonfiction motivational book is based on several theories related to visual communication.

As a visual tool, cartoon illustrations can simplify complex concepts, making ideas easier to understand and remember for readers. They can also reduce tension by injecting humor or lighter visual elements, thus creating a more comfortable and motivating reading experience. The expressive and cheerful nature of cartoons helps to convey emotions and positive messages effectively, which is crucial in motivational media.

Moreover, cartoons appeal to a broader audience, including those who may not be interested in heavy or overly serious content. This combination makes cartoon illustration an effective tool to support the messages presented in nonfiction works.

b. Illustration Media

According to A Graphic Design Project From Start to Finish (2010), illustrations can be applied across various types of media, including:

- 1) The publishing sector, such as children's books, adult books, newspapers, magazines, comics, and other similar media.
- 2) Product-related imagery, including logos, campaigns, packaging, posters, television advertisements, and other media formats.
- 3) Merchandise, such as T-shirts, bags, toys, and related items.

2.2. Editorial

Book editorial refers to the process of content curation and development carried out to ensure the quality and appropriateness of a book in relation to its purpose and target audience. This process involves several stages, including manuscript editing, fact-checking, language refinement, and the arrangement of appropriate layout and visual design. The primary

objective of editorial work is to improve and refine the content in terms of structure, style, and substance, so that the author's intended message can be clearly and effectively received by the readers.

Additionally, book editorial includes decisions regarding visual elements such as the book cover, illustrations, and typography, all of which must be aligned to support the content and attract readers' interest.

a. How to Create a Book

Creating a book is a process that requires attention to multiple aspects in order to produce a high-quality result that meets its intended objectives. The following are several important elements to consider:

- 1) Define the purpose and target audience

Clearly identify the main goal in writing the motivational book—whether it is to inspire others, share life experiences, or provide practical

guidance. Also determine the specific audience the book aims to reach.

- 2) Conduct research and investigation

Perform thorough research on the topic to be discussed in the book. Read similar books, articles, and other resources to gain a deep understanding of the subject matter.

- 3) Design an outline or structure

Determine the main chapters, subchapters, and the content to be included in each section. This helps in organizing the material in a logical and structured manner.

- 4) Write in your own voice

Write with your unique voice and style. Don't be afraid to showcase personality in the writing. Use language that is clear, concise, and easy for the readers to understand.

5) Provide strategies and practical tips

Include strategies, tips, and actionable steps that readers can follow and apply in their own lives.

b. Type of Book Used

The type of book used in this project is nonfiction. A nonfiction book presents real-life events and is generally informative in nature. Such books must be crafted with accuracy and depth to ensure the credibility of their content. Since nonfiction is based on real-world facts and occurrences, many people rely on it as a reference and source of information. The knowledge gained from nonfiction books can often serve as a valuable source of inspiration for readers.

2.3. Self-Confidence

Self-confidence, refers to a belief in one's own abilities, strengths, and judgment. It is essentially a positive evaluation of oneself. Individuals with a positive self-assessment are more

likely to feel motivated and value themselves. In simple terms, self-confidence can be defined as a person's belief in their own strengths and capabilities, which enables them to pursue and achieve their life goals (Hakim, 2002).

In psychology, self-confidence is often associated with the concept of self-esteem, which is the perception that one is capable of facing challenges. It reflects a harmony between one's self-concept and the nature of the challenges they face (Hira Yuki Molira, S.Psi., M.Psi., 2023).

According to Lauster (1992), self-confidence is developed through life experiences. It is a personality trait involving belief in one's own abilities, allowing a person to act independently, remain cheerful, optimistic, tolerant, and responsible. Lauster adds that self-confidence is associated with the ability to perform well in certain areas. However, such assumptions can be misleading if

individuals limit their self-worth only to what they can do well, potentially hindering the development of genuine self-confidence.

Self-confidence is a mental attitude that reflects how individuals evaluate themselves and their environment. It embodies a belief in one's ability to carry out tasks according to personal capacity. Therefore, self-confidence is a critical component of personality that plays an essential role in human life. It is widely recognized that achieving success in life requires a certain level of self-confidence. Many highly accomplished individuals have reached success precisely because of this trait. Furthermore, self-confidence is an attitude or belief in one's own abilities, rooted in a positive self-perception, which reduces hesitation and feelings of inferiority in decision-making and helps individuals remain unaffected by external opinions.

a. Factors Influencing Self-Confidence

According to Hurlock (2001), several factors influence an individual's self-confidence, including:

- **Parents:** Play a major role in shaping and nurturing self-confidence from childhood.
- **Sense of security and acceptance:** Feeling secure in one's environment, especially within the family, provides a strong foundation for self-confidence.
- **Success:** Accomplishing difficult tasks boosts one's confidence.
- **Physical appearance:** Individuals with a positive physical self-image tend to exhibit more positive social behaviors, reinforcing self-concept and self-confidence.

b. Aspects of Self-Confidence

Lauster (1992) outlines several key aspects of self-confidence, including:

- Belief in one's own abilities: Awareness and acknowledgment of personal potential and capability.
- Optimism: A positive outlook toward oneself and the future.
- Responsibility: Willingness to accept the consequences of one's actions.
- Rationality: The ability to think logically and in accordance with reality.
- Independence: The ability to make decisions without relying on others.

These aspects suggest that self-confidence includes belief in one's abilities, independence, responsibility, and emotional stability when facing various situations.

c. Characteristics of Individuals with High Self-Confidence

Individuals with high self-confidence generally exhibit the following characteristics:

- Trust in personal competence: Do not depend on external praise or validation.
- Emotional regulation and stability: Capable of managing emotions and maintaining healthy interactions.
- Willingness to face rejection: Unafraid to be themselves, even at the risk of being rejected.
- Positive perspective on self and environment: Tends to interpret situations constructively.

d. Characteristics of Individuals with Low Self-Confidence

Conversely, individuals with low levels of self-confidence tend to show the following traits:

- Difficulty accepting oneself: Feelings of inferiority or unrealistic expectations.

- Pessimism: Reluctance to try due to a belief that efforts will fail.
- Fear of failure: Tendency to avoid risks and challenges.
- Rejection of praise: Belief that they are unworthy of appreciation.
- Self-deprecation: Consistently placing themselves last or undervaluing their worth.

Such individuals often possess an external locus of control, believing that their fate and success are determined by external factors rather than internal capabilities. This belief often leads to low motivation, a tendency to give up easily, and dependency on others.

2.4. Self- Love

Self-love refers to a positive regard for oneself, where an individual feels confident and proud of their abilities without being overly dependent on others' opinions. This concept encompasses self-awareness, self-confidence, and care for one's well-

being. According to Khoshaba (2012), self-love is a dynamic form of self-appreciation that emerges from actions that support one's physical, psychological, and spiritual growth.

Additionally, self-love is understood as an attitude of self-compassion that can be learned and sustained throughout life. Individuals who have embraced self-love strive to understand and accept themselves fully—including both strengths and weaknesses—and actively care for themselves while forming healthy, conscious relationships with others (Henschke & Sedlmeier, 2021).

Loving oneself does not imply indulging every desire, but rather involves self-acceptance coupled with tolerance toward others. Self-love encourages individuals to treat themselves kindly and accept themselves as they are. This concept plays a vital role in maintaining mental health. A person with a healthy sense of self-love is more

likely to think positively, even when dealing with anger, disappointment, or sadness—since such emotions are viewed as part of self-acceptance.

Healthy self-love significantly contributes to increased self-confidence, reduced stress, and overall improved quality of life. In a spiritual context—such as in Islamic teachings—self-love is not equated with arrogance but is instead regarded as an expression of respect and compassion toward oneself as a creation of Allah SWT.

The following are key aspects of self-love that are essential for achieving holistic self-acceptance:

a. Self-Awareness

An awareness of one's thought processes and how these thoughts influence emotions and behaviors. Strong self-awareness enables individuals to respond to various situations more wisely and effectively.

b. Self-Worth

The belief that one is inherently valuable, independent of accomplishments or specific qualities. Self-worth allows individuals to feel meaningful simply by existing, rather than through external achievements.

c. Self-Esteem

Self-esteem relates to one's satisfaction and comfort with who they are, where they are in life, and what they have. Healthy self-esteem naturally evolves from a solid sense of self-worth.

d. Self-Care

Concrete actions taken to maintain physical and mental well-being. Self-care can include enjoyable and calming activities, such as listening to music, watching films, spending time with loved ones, or engaging in a favorite hobby.

2.5. Adolescents

The term adolescent is derived from the Latin word *adolescere*, which means “to grow” or “to mature.” Adolescence represents a transitional stage from childhood to adulthood, during which individuals begin to abandon childish behaviors and adopt more mature attitudes and conduct (Hurlock, 1997).

According to Santrock (2012), adolescence is a transitional period in human life that connects childhood with adulthood. Similarly, Asrori and Ali (2016) describe adolescence as the age at which individuals begin to integrate into adult society. At this stage, adolescents no longer perceive themselves as subordinate to adults, but instead begin to view themselves as equal or at least on the same level.

The process of entering adult society involves emotional and social aspects and is not solely limited to the biological changes of puberty.

Thus, adolescence can be understood as a transitional phase from childhood to adulthood, typically ranging from around the ages of 10–12 to 18–22 years. This stage is marked by rapid physical development, including significant increases in height and weight, changes in body shape, and the emergence of secondary sexual characteristics such as breast development, widening of the hips, the growth of facial hair, and a deepening of the voice.

3. Methods

3.1. Research Design

This study employs a descriptive qualitative approach aimed at understanding and portraying the phenomenon of low self-confidence among female university students in late adolescence/early adulthood, which often leads to stress and mental health issues. The collected data serves as the foundation for creating illustrations within a book

designed to support and convey the importance of applying the concept of self-love in daily life, as a means to foster greater self-confidence.

This approach was chosen for its ability to explore in depth the experiences of the participants regarding self-love, their perceptions of self-confidence, and the various internal and external factors that influence it—elements that will be visualized through engaging and communicative illustrations.

3.2. Research Subjects and Location

The research was conducted at three higher education institutions located in the Setiabudhi area of Bandung City: Universitas Pasundan, Universitas Pendidikan Indonesia (UPI), and Sekolah Tinggi Pariwisata NHI (STP NHI). The study involved two main groups of participants: (1) Female students aged 19–25 who experience low self-confidence, and (2) Professionals such as psychologists who provide expert insights on issues

related to self-love and self-confidence.

3.3. Data Collection Techniques

Data were collected using the following methods:

a. Literature Review

A literature review was conducted to gather theoretical information from relevant secondary sources, including academic journals, books, articles, and previous studies. The primary focus was on concepts of self-love, self-confidence, adolescent and early adulthood developmental psychology, and the internal and external factors affecting self-perception.

b. Observation

Non-participatory observations were carried out within the environments of the three campuses. This activity aimed to observe social interactions, behaviors, and psychological dynamics demonstrated by female students in their daily lives,

particularly those related to self-expression and confidence.

c. Interview

Interviews were conducted with two categories of respondents. First, semi-structured interviews with professional psychologists were used to gather expert perspectives on the causes and effects of low self-confidence, as well as strategies to foster self-love. Second, in-depth interviews were conducted with female students facing similar challenges, in order to gain concrete insights into their personal experiences and psychological struggles.

3.4.Types of Data

The research utilized two types of data:

- a. Primary data, collected directly through field observations and interviews with research subjects and informants concerning adolescent self-confidence.
- b. Secondary data, obtained through literature review, including scholarly sources related to self-love, psychology, illustration, and book editorial design.

3.5.Data Analysis Techniques

The data were analyzed using thematic analysis—a method for identifying patterns and themes within qualitative data. The analysis process included (1) Transcribing interviews and observation notes, (2) Open coding of data, (3) Categorizing data based on common meanings, and (4) Drawing conclusions based on the key findings relevant to the research objectives (Braun & Clarke, 2006).

3.6.Solution Design Phase

Following a comprehensive understanding gained through the research process, the next stage involved designing a solution, conducted in three main steps:

a. Conceptual Information Gathering

Conceptual information was gathered from the literature to ensure the proposed solution is theoretically grounded and academically valid.

b. Target Audience Analysis

Observations and interviews were used to identify the psychological, social, and emotional characteristics of the target audience. This information served as the basis for crafting targeted messages and selecting appropriate media formats.

c. Data Processing and Information Synthesis

All collected data were processed, synthesized, and analyzed to formulate a design solution or communication medium aimed at enhancing female students' self-confidence through a self-love-based approach.

4. Result and Discussion**4.1. Data Analysis**

The following is a transcript of the research findings:

a. Observation

Observations were conducted by the researcher in the vicinity of Universitas Pasundan, Universitas Pendidikan Indonesia (UPI), and NHI Bandung. The results revealed several key findings:

- Few female students expressed their opinions during class sessions; many preferred to keep their questions to themselves or ask them after class.
- Many students were hesitant or shy in engaging in social interactions within their environment.
- A significant number of students lacked the confidence and courage to showcase their work in public exhibitions.

- There was a noticeable scarcity of reference books that focus on building self-confidence as practical solutions when needed.

b. Interview

Interviews were conducted with two categories of respondents. The first group consisted of psychologists to obtain expert insights on self-confidence and self-love. The key informants were Mrs. Hira Yuki Molira, S.Psi., M.Psi. and Mrs. Swarinda Tyaskyesti, M.Psi.

The second group comprised female students from the three campuses: Universitas Pasundan, UPI, and NHI.

Findings from psychologist interviews included the following:

- A lack of self-confidence often stems from negative past experiences.
- Various forms of bullying contribute to low self-esteem and negative self-perception.

- Persistent low self-confidence can lead to stress and emotional distress.
- Feelings of inadequacy often cause individuals to withdraw from social environments.
- Self-confidence significantly influences one's ability to love and value oneself.
- Changing one's mindset and cognitive patterns is essential for fostering self-love and enhancing self-confidence.
- Illustrated books can serve as effective media to raise awareness and promote the importance of self-confidence..

Findings from student interviews revealed that:

- Negative environmental influences during upbringing can contribute to a lack of self-confidence.
- Traumatic experiences in the past often trigger feelings of insecurity.

- Parenting styles characterized by excessive criticism, lack of appreciation, overprotectiveness, and social restriction can lead to diminished self-confidence in children.
- Physical changes during puberty frequently result in feelings of insecurity, which may lead to reduced self-confidence.
- Self-confidence and self-love can be cultivated by eliminating negative thoughts, embracing positivity, and engaging in constructive activities.
- Peer groups and social environments play a crucial role in shaping and reinforcing self-confidence.

Student perspectives on existing motivational books included:

- Motivational reference books are often unappealing due to excessive text.

- A lack of visual elements and color makes them less engaging for youth.
- Existing books rarely offer practical solutions.

c. Literature Review

Adolescence is a critical phase in the formation of personal identity, characterized by a strong need for social acceptance and self-discovery. In this context, self-confidence is a fundamental aspect that supports success both academically and socially. However, self-confidence is closely tied to how well individuals value and accept themselves a concept known as self-love.

Literature indicates that insufficient self-love negatively impacts adolescent behavior, increasing the likelihood of harmful actions such as addiction, risky social behavior, and early marriage (Rani et al., 2023). Therefore, promoting self-love should be a core element in youth education

and development as it reflects healthy self-appreciation.

Nevertheless, instilling self-love in adolescents is not an easy task. External factors such as social pressure and environmental influences often serve as major obstacles (Gatra, 2022). Thus, supportive and educational approaches are necessary to help adolescents understand the importance of loving themselves appropriately.

In relation to media, studies show that visual media plays a significant role in developing self-love and self-confidence among youth. Motivational illustrations and other visual elements have been proven to effectively communicate affirming messages especially when designed to be both emotionally engaging and communicative (Djogo et al., 2021; Nuramini et al., 2021). Such media not only convey information but also provide a means for personal

reflection, addressing psychological dimensions without appearing patronizing.

Hence, reinforcing self-love as the foundation of adolescent self-confidence must be supported by educational strategies and the use of communicative visual media, particularly through illustrated books targeted at youth audiences. This combination is considered effective in helping adolescents build positive self-image, improve mental health, and prevent destructive behaviors.

d. Analysis Conclusion

Based on the analysis of collected data, the primary issue among individuals in early adulthood especially those categorized as Generation Z is the insufficient integration of self-love in daily life. This lack of self-love results in low self-confidence, making it difficult for them to engage socially, express themselves creatively, and face new life challenges.

An educational approach supported by the use of communicative visual media has been identified as an effective solution to help individuals construct a positive self-image, improve mental well-being, and prevent self-destructive behavior associated with low self-confidence..

4.2.Target Audience Analysis

The intended target audience for the distribution of this illustrated book is defined as follows:

Demographic Profile

Age: 19–25 years

Life Stage: Early adulthood

Gender: Female

Education Level: University students

Socioeconomic Status: Middle-class (Category B).

Geographic Profile

Located in Bandung, West Java, Indonesia.

Psychographic Profile

- Young women entering early adulthood who experience low self-confidence
- Individuals with limited awareness of the importance of self-love as a foundation for building self-confidence

Further, the researcher conducted direct observations of the target audience's daily behavior using a user journey/consumer journey approach. The findings revealed that the audience tends to spend the majority of their time in private spaces, engaging predominantly with digital media for entertainment, information, and social interaction.

4.3.What to Say

Based on the problem analysis and audience profile, the core message or "what to say" that needs to be delivered to the target audience is: "Discover what you've been missing within yourself." This implies that individuals experiencing self-doubt

must actively preserve a healthy internal relationship by learning to love themselves first.

This key message is translated into a tagline used as the primary vehicle for visual communication: “Discover what you’ve been missing within yourself.” This tagline serves as a motivational reminder for those experiencing low self-esteem and struggling to appreciate or accept themselves. It aims to affirm their intrinsic worth and potential, even when they feel uncertain or inadequate.

4.4. Media Design Plan

a. Communication Concept

The message will be conveyed through a non-fiction book that contains motivational content and informative guidance on the stages of developing self-love. The book also includes journaling prompts, encouraging readers to reflect on themselves while engaging with the content.

1) Communication Objective

The objective is to inform the audience that cultivating self-love can be a powerful step toward building self-confidence. The book also provides practical tips and actionable steps for beginning the process of self-acceptance and self-care.

2) Communication Strategy

The communication strategy is to educate the audience on the importance of loving themselves. By promoting emotional healing and inner peace, individuals can improve their confidence to better cope with daily challenges and social pressures.

b. Message Concept

1) Message Strategy

The message strategy employs a combination of slice of life and mood/image approaches. The book presents real life, relatable scenarios alongside motivational content and step by step reflections that guide the

reader toward self-love and confidence. This format aims to emotionally support the reader and provide external motivation that can inspire internal transformation.

2) Message Approach

Two primary approaches are used. Emotional Approach; designed to evoke empathy and resonance by presenting experiences and feelings that reflect the target audience's struggles and Rational Approach; focused on delivering informative, practical, and convincing messages. It emphasizes that self-love can measurably improve one's self-confidence and overall quality of life.

c. Creative Strategy

1) Visual Preferences

The core visual element of the media is illustration, carefully designed to align with and enhance the message being conveyed. The illustrations aim to visually interpret emotional experiences and provide clarity and relatability to the book's core themes.



Figure 1. Visual Preference
Source: Pinterest

The author adopts a visual style preference inspired by the illustration style shown above. This particular illustration style offers numerous advantages that enhance the effectiveness of communication and engagement across various contexts, including publishing, marketing, and graphic design.

Illustrations are highly effective in simplifying complex concepts and conveying messages in a clear and easily comprehensible manner. This is especially useful when explaining technical information or abstract ideas. Moreover, illustrations can be customized in various styles that align with current trends and the visual preferences of the target audience particularly adolescents and

young adults such as minimalist design.

2) Moodboard

The following is a moodboard used as a reference in the visual development of the illustrated book..

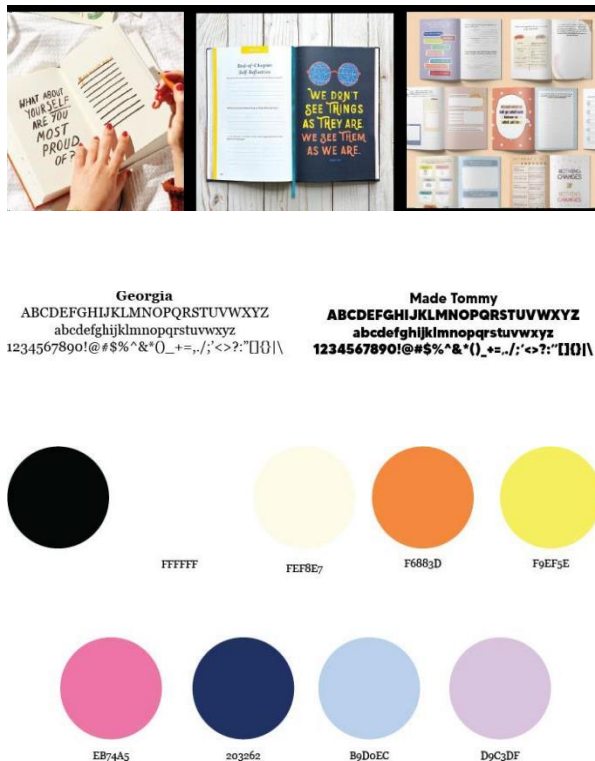


Figure 2. Moodboard: Layout, Typography, and Color

Source: Pinterest

The layout design of the book adopts a minimalist approach, emphasizing the use of white space to create an open and breathable visual experience. This enhances readability

and allows readers to focus on the content without unnecessary distractions.

The selected fonts Georgia and Made Tommy establish a balanced visual identity, combining a sense of professionalism with modern aesthetics. This typographic combination reinforces the motivational and self-reflective nature of the content.

The chosen color palette incorporates soft pastel tones combined with contrasting accent colors. This visual approach is intended to evoke a calm yet uplifting atmosphere, representing the emotional nuances often experienced by young adults. The palette is designed to enhance the reader's sense of comfort and empowerment, aligning with the book's core purpose: to foster confidence and self-love. Each color is thoughtfully selected to convey specific emotional cues, and when applied harmoniously, they aim to

capture the attention of the target audience young women, and inspire them to embrace and celebrate their identity.

d. Media Concept

The selected medium is a non-fiction motivational illustrated book. It contains step-by-step guides on how to cultivate self-love, interwoven with journaling prompts to help readers engage in self-reflection. This interactive structure encourages users to better understand and accept themselves in a meaningful and personal way.

The main goal of the book is to increase reading interest among young adults, particularly young women, through engaging visuals and content that resonates with their personal experiences. The inclusion of a journaling section allows readers to privately express their thoughts and emotions, serving as a therapeutic outlet for those who may struggle to open up to others.

e. Prototype Description

This illustrated book functions as an engaging communication tool designed to deliver inspirational messages and promote positive behavioral change.



Figure 3. Non-Fiction Motivational Book

The book is designed in A5 size, making it compact and portable, ideal for use as a pocketbook. It contains motivational content focused on helping readers develop self-love and self-confidence, and includes dedicated journaling pages for personal reflection.

Book Contents Overview

a) Front Cover



Figure 4. Front Cover Design

b) Inner Cover



Figure 5. Inner Cover Design

c) Publisher and ISBN Page



Figure 6. ISBN and Publishing Details

d) Introduction

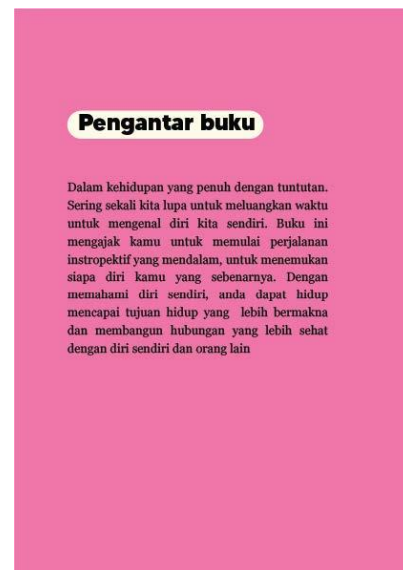


Figure 7. Book Introduction

e) Table of Contents

Daftar isi	
Chap 1	7
Kenali diri sendiri	
Chap 2	45
Stop! membandingkan diri kamu dengan orang lain	
Chap 3	53
Jangan takut tentang pendapat orang lain	
Chap 4	61
Rasa takut dalam dirimu	
Chap 5	81
Lingkungan pertemanan yang positif	

Figure 8. Table of Contents

f) Chapter 1: Kenali diri sendiri

Encourages readers to explore their identity through step-by-step reflection. Each section is accompanied by interactive journal prompts to facilitate introspection.



Figure 9. Chapter 1 Layout

g) Chapter 2: Stop! Membandingkan diri kamu dengan orang lain.

Addresses the harmful habit of comparison, highlighting how it can undermine self-worth and confidence.



Figure 10. Chapter 2 Layout

h) Chapter 3: Jangan takut tentang pendapat orang lain

Focuses on building resilience against negative social judgment and encourages readers to value their own voices.

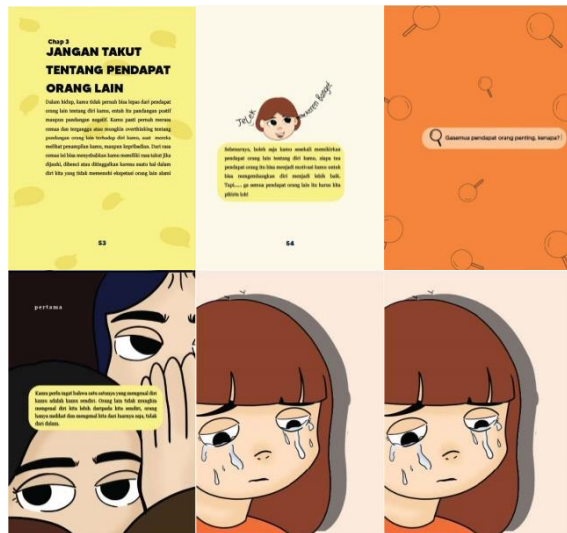


Figure 11. Chapter 3 Layout

i) Chapter 4: Rasa takut dalam dirimu

Guides readers in identifying personal fears and provides actionable steps to heal and grow from them.



Figure 12. Chapter 4 Layout

j) Chapter 5: Lingkungan pertemanan yang positif

Emphasizes the importance of surrounding oneself with a supportive and healthy social environment. The chapter includes insights into recognizing toxic vs. nurturing friendships.

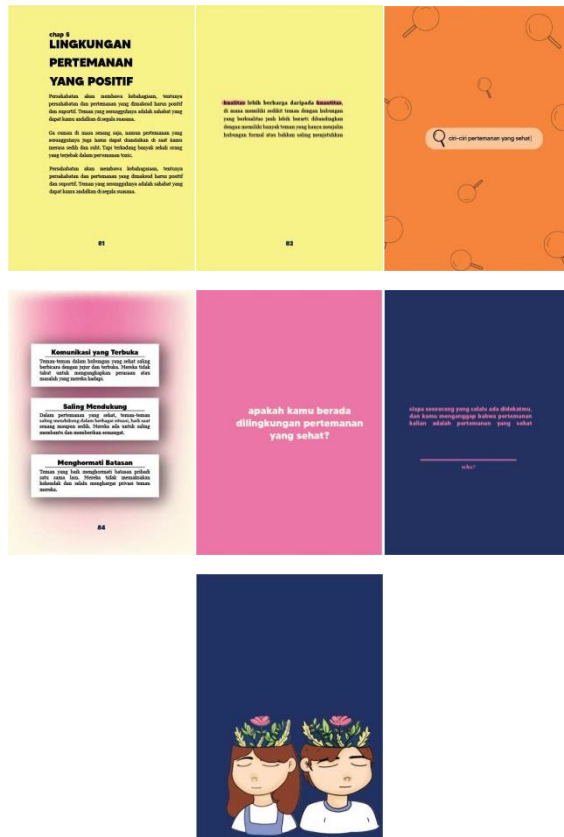


Figure 13. Chapter 5 Layout

k) Back Cover



Figure 14. Back Cover Design

5. Conclusion

Based on the results of the analysis, it was found that many adolescents still struggle with self-love, which results in a lack of self-confidence. This issue is more commonly experienced by female adolescents. The root of this problem often lies in past negative experiences that have diminished their sense of self-worth such as bullying during their school years or unpleasant treatment from family members, including feeling unappreciated or neglected. These experiences can lead individuals to feel worthless and undeserving of their environment, thereby eroding their self-confidence. Consequently, they become unable to recognize the unique qualities within themselves due to an unresolved relationship with their inner self. To address this issue, a media design project in the form of an illustrated book was created to attract adolescents' interest in reading.

This illustrated book, themed around self-love and the importance of self-confidence, aims to help adolescents understand the concept of self-love and how to apply it in their daily lives. It is presented with visually engaging and non-monotonous illustrations. The expectation is that through this illustrated book, individuals will be encouraged to reconcile with themselves, as it allows them to explore and understand their inner selves on a deeper level. Through self-love, one may uncover parts of themselves that were previously hidden or ignored.

The illustrated book was developed based on a moodboard and references derived from research findings. As a result, the chosen visual style features simple decorative illustrations and a minimalist layout design, which facilitates reader focus on the content without distraction. The use of Georgia and Made Tommy fonts supports a balanced visual tone and reinforces the intended message.

The color scheme combines pastel tones with contrasting elements to represent the fluctuating emotions typical of adolescence, creating a harmonious and impactful visual experience. Each color is deliberately selected to convey a particular nuance and message associated with self-love.

This motivational non-fiction illustrated book consists of five chapters, each of which includes step-by-step illustrations on how to cultivate self-love. Observations show that many adolescents still find it difficult to implement self-love in their lives. Thus, this illustrated book serves both as a motivational tool and a bridge to help resolve issues related to low self-confidence. By guiding readers to love and understand themselves, the book aims to foster a stronger sense of self-confidence. The book is titled "Sesuatu Dalam Dirimu" ("Something Within You") to resonate with the adolescent target audience. The title itself reflects the core

message that by reading this book, individuals may discover something valuable within themselves that has long been concealed due to self-doubt.

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