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Infographic Design of PUSPAGA Semarang Services to Strengthen Family Functions

Zahra Putri Febriani*, Godham Eko Saputro

Universitas Negeri Semarang, Indonesia

*Corresponding Author: pzahra253@students.unnes.ac.id

Abstract

The issue of low utilization of family counseling and education services at the Family Learning Center in Semarang City is caused by the services information not being presented clearly and attractively to the public. This research aims to design infographics as a communication medium for family counseling and education services at the Family Learning Center in Semarang City to support the strengthening of the family functions. The method used in this research is a qualitative descriptive approach with data collection techniques through observation, interviews with service managers and the psychologists on duty, and documentation studies. The data obtained were analyzed using thematic analysis to identify information needs, issues faced in service communication, and key content relevant to the community. The research results show that the service information has not been optimally conveyed because the presentation is not easily understood by the community. The infographic created is designed by organizing service information, access flow, and information about PUSPAGA in a concise and clear manner, so it is expected to facilitate public understanding and potentially increase the utilization of family counseling and education services in the city of Semarang.

Keywords: infographics, visual communication, family counseling, strengthening family functions, family learning center

INTRODUCTION

The family is the most important social unit in human life, serving as the primary environment for children to acquire social values, norms, and emotional support. In the context of child and adolescent development, the family plays a crucial role in shaping character, psychological stability, and mental well-being. However, families in urban areas often face various complex challenges such as domestic conflicts, violence, suboptimal parenting, and psychological pressures that impact the mental health of family members, particularly children and adolescents.¹ According to WHO (World Health Organization),² mental health is a state of well-being in which an individual realizes their potential, is able to cope with the normal stresses of life, works productively, and contributes to their community. Mental health is an important aspect of individual and public health. Mental health can be addressed through prevention, treatment, and rehabilitation.³

Various studies in Indonesia indicate that dysfunctional family environments, including broken homes, contribute to the development of anxiety, behavioral disorders, and a decline in children's psychological well-being. In addition to interpersonal relationships, the physical environment also plays a role in supporting children's growth and development. A healthy and safe environment

¹ Mutia Khanza Al- Faqih, Wahid Suharmawan, and Ika Romika Mawaddati, "Kesehatan Mental Anak Berprestasi Dalam Keluarga Brokenhome: (Studi Kasus Korban Broken Home Di Desa Summersari, Kota Jember)," *Jurnal Penelitian Pendidikan, Bimbingan, Konseling Dan Multikultural* 2, no. 2 (2024): 137–46.

² "World Health Orgaization," n.d., https://www.who.int/health-topics/mental-health#tab=tab_1.

³ Hanindiyo Aulia Satyo, Varel Muhammad Gazaliano, and Mohammad Naufal Afkar, "Kesehatan Mental Pada Masyarakat Modern Apa Itu Kesehatan Mental? Mental?," *Researchgate*, 2024.

contributes to children's optimal development, whereas an unhealthy environment can impact both their physical and psychological health.⁴ Thus, the family plays a crucial role in creating an environment that supports children's holistic growth and development.

Having a harmonious family is everyone's dream. The family serves not only as a source of protection and emotional support, but also as a space for the formation of moral, social, and spiritual values that guide life in society.⁵ However, in reality, many families struggle to achieve this. According to data from the Central Statistics Agency (BPS), there were 399,921 divorce cases recorded throughout 2024. This is attributed to social and communication crises within households, as well as gender inequality in society. Domestic problems are generally still often covered up to maintain the appearance of harmony, as discussing family issues is considered a source of shame.⁶

This situation underscores the importance of strengthening family functions, particularly in terms of communication, emotional support, and parenting roles. Well-functioning families are closely linked to family resilience and adolescent mental health amid the dynamics of urban life.⁷ The imbalance between the need for and availability of services has a significant impact on those with mental health issues. Aside from individual factors such as reluctance to open up and fear of judgment from others, the cost of consulting a psychologist is relatively high, and the cost of therapy can be even higher.⁸

Family counseling is one way to foster family harmony. Counselors can provide support to individuals facing challenges in their family life. One of the benefits of family counseling is that it helps maintain family harmony.⁹

In response to these needs, the Semarang City Government, through the Department of Women's Empowerment and Child Protection, established the Family Learning Center known as PUSPAGA a specialized family program under the Department of Women's Empowerment and Child Protection designed to address various individual issues related to family life. PUSPAGA offers free counseling, education, and psychological services to everyone.

PUSPAGA is a preventive and promotive service aimed at improving family well-being, serving as a collaborative learning space for parents to enhance child-rearing practices and build strong families.¹⁰ This service provides a learning environment for parents, prospective parents, and children, supported by professional staff.¹¹ The existence of PUSPAGA is part of the local government's strategic efforts to strengthen family resilience through educational and counseling approaches.

In the context of public communication, conveying service information to the public requires effective strategies to ensure that the message is well understood by diverse audiences. The field of Visual Communication Design plays a crucial role in designing creative and innovative communication media to support social campaigns.¹² One form of visual media communication that is gaining traction

⁴ Ida Ayu Gde Yadnyawati, Ni Nyoman Sri Winarti, and Desak Seniwati, "Peranan Keluarga Menciptakan Lingkungan Sehat Bagi Anak," *Jurnal Widya Biologi*, 2023.

⁵ Jesica Panawar, Jhanet Hety Mariana Jauhari, and Jeshinta Ginda Kirani Aurora Tarek, "Masalah Keluarga: Peran Dan Tanggung Jawab Pastoral," *MALEOSAN: Jurnal Pastoral Konseling Dan Budaya* 1, no. 02 (2025): 44–64.

⁶ Puput Mulyoono, Apriyanto, and Kartika Hajati, *Bimbingan Konseling Keluarga Konsep Dan Implementasinya*, *Studia Insania*, vol. 6, 2018.

⁷ Zamralita et al., "Peran Resiliensi Keluarga Dalam Meningkatkan Komunikasi Keluarga Pada Generasi Z," *Jurnal Magister Psikologi UMA* 13, no. 2 (2021): 60–71.

⁸ Shaloquita Olivia, "Kurangnya Ketersediaan Layanan Kesehatan Yang Memadai Bagi Para Penderita 'Mental Healthy,'" 2024.

⁹ Noffiyanti, "Mewujudkan Keharmonisan Rumah Tangga Dengan Menggunakan Konseling Keluarga," *E-Journal UIN Suka* 3, no. 1 (2020): 8–12.

¹⁰ Pemerintah Kota Semarang, "Pusat Pembelajaran Keluarga," 2026, <https://puspaga.semarangkota.go.id/>.

¹¹ Handayat, "PUSPAGA SEMAR Kota Semarang Dorong Keterlibatan Ayah Untuk Keluarga Yang Lebih Seimbang" (Jawa Tengah, 2025), <https://www.jateng.net/puspaga-semar-kota-semarang-dorong-keterlibatan-ayah-untuk-keluarga-yang-lebih-seimbang/>.

¹² Godham Eko Saputro and Toto Eko Haryadi, "Komik Strip Dan Fenomena Clickbait," *Titik Imaji* 2, no. 1 (2019): 63–70, <https://doi.org/10.30813/v2i1.1528>.

is infographics, which can present complex information in a more concise, engaging, and easily understandable format.¹³

Although the PUSPAGA service has been comprehensively designed, there are still challenges regarding the communication of the service to the public. The low level of public awareness regarding the existence and functions of PUSPAGA indicates that service information has not been effectively communicated, both in terms of the clarity of the content and the appeal of its presentation. Public information delivery that relies solely on long texts tends to be less effective in reaching a broad audience, particularly non-academic audiences.¹⁴

Furthermore, studies specifically addressing the design of infographics as a communication medium for PUSPAGA services at the regional level remain limited. This gap highlights the need for research that integrates a visual communication design approach with the context of family strengthening services.

Based on these issues, this study focuses on identifying the public's information needs regarding PUSPAGA services, analyzing existing service communication barriers, and designing infographics for PUSPAGA's counseling and family education services in Semarang City as an effort to support family strengthening.

METHOD

This study employs a qualitative approach using descriptive methods, with the aim of gaining an in-depth understanding of communication issues related to family counseling and education services at the Semarang City Family Learning Center.

Qualitative research, in principle, places greater emphasis on a descriptive approach to the data obtained from field research. Moreover, qualitative research focuses on natural phenomena and involves a more in-depth analysis of the data.¹⁵ A qualitative descriptive approach is used to analyze how PUSPAGA's information services are designed visually and how design elements such as color, typography, illustrations, layout, and statistical data on issues can support message delivery. This study does not focus on the measurement of quantitative data, but rather on the interpretation of the meaning and function of visual communication in public information media.

Data collection was conducted using several techniques, including direct observation of the PUSPAGA in Semarang, which served as the research subject, focusing on visual structure, color composition, typography, and iconography. Documentation techniques were employed to gather supporting documents such as files, statistical data on cases already handled, and official information regarding PUSPAGA services. Finally, a literature review was conducted by examining journals, books, and previous studies relevant to visual communication, infographic design, and family strengthening services. The data obtained was then classified based on analytical categories, such as visual elements, information structure, and communication messages.

To ensure data validity, this study employs source triangulation, a research technique that involves using various data sources to gain a deeper understanding of a phenomenon.¹⁶ Source triangulation is used to compare visual infographic data with official information from PUSPAGA and relevant literature references. Additionally, the adequacy of references was assessed by employing theories of visual communication design and public communication as the analytical framework. This data validity check was conducted to ensure that the resulting interpretations are grounded in a clear

¹³ Arsalan Rafi Alviandi, Willy Bachtar, and Alfa Taufan Latif, "Strategi Pemanfaatan Infografis Dalam Publikasi Berita Di Media Indonesia," *All Fields of Science J-LAS* 5, no. 2 (2025): 113–25, https://www.researchgate.net/publication/392962096_Optimalisasi_Manajemen_Projek_Konstruksi_Berbasis_Teknologi_Digital_Studi_Efisiensi_Biaya_dan_Waktu_pada_Pembangunan_Infrastruktur_Perkotaan.

¹⁴ Alan D. McCrorie, C. Donnelly, and K. J. McGlade, "Infographics: Healthcare Communication for the Digital Age," *Ulster Medical Journal* 85, no. 2 (2016): 71–75.

¹⁵ Anelda Ultavia B et al., "Kualitatif: Memahami Karakteristik Penelitian Sebagai Metodologi," *Jurnal Pendidikan Dasar* 11, no. 2 (2023): 167–86.

¹⁶ Bambang Arianto, *Triangulasi Metoda Penelitian Kualitatif*, 2024, https://www.academia.edu/126558992/Triangulasi_Metoda_Penelitian_Kualitatif%0Afile:///D:/DATA/S2_DINDA/Riset_Competition/Bambang_Arianto_-_2024_-_Triangulasi_Metoda_Penelitian_Kualitatif.pdf.

and accountable theoretical basis

RESULTS AND DISCUSSION

The research findings were obtained through in-depth interviews with three key informants working at the Semarang City Family Learning Center: one psychologist and two service administrators assigned to PUSPAGA Semarang. These interviews aimed to gather information regarding the center's service profile, service delivery mechanisms, case management, and the dissemination of information about the Semarang City Family Learning Center to the public.

Based on the results of interviews conducted at the Semarang City Family Learning Center, PUSPAGA is a government program that originated from a policy of the Ministry of Women's Empowerment and Child Protection and was subsequently implemented at the provincial and district or city levels. The establishment of this service is based on the community's need for structured and easily accessible family care and support services.

PUSPAGA's Core Services and Service Mechanisms

The main services available include individual counseling and group counseling. Individual counseling is conducted face-to-face in the Family Learning Center's counseling room or through direct home visits to clients. Additionally, services are provided in the form of group education and counseling through collaborations with various institutions, such as the Semarang City Social Service Agency, companies, Islamic boarding schools (pondok pesantren), schools, and other outreach organizations. All services are provided free of charge to the public.

The service mechanism begins with the registration process, completion of administrative forms, and an initial assessment by a counselor. Proof of identity is a primary requirement, in the form of a Semarang City Resident ID Card or a letter of residence for residents from outside the area. For clients who are minors, a family card is used as supporting documentation. Following the initial assessment, clients receive initial psychological support through a counselor; if further intervention is needed, they are scheduled for follow-up counseling with a psychologist, with a maximum of three counseling sessions per service period.

Interview results indicate that the waiting time is relatively short, approximately one week depending on the queue. Counseling is required to be conducted in person to ensure the effectiveness of treatment and the depth of interaction between the psychologist and the client. If a need for further treatment beyond the scope of the Family Learning Center is identified, the client will be referred to relevant institutions through the Regional Technical Implementation Unit for Women and Child Protection or a government-owned hospital.

Characteristics and Number of Issues

Regarding the nature of clients' issues, the data shows that the most prevalent issue over the past year in 2025 was online gambling, involving approximately 127 clients, the majority of whom were adult males. In addition, there were about 20 cases of domestic issues, including domestic violence, communication conflicts between partners, and parents' inability to manage their emotions toward their children. Issues involving children and adolescents were also quite significant, with nearly 50 cases, including problems with emotional regulation, self-confidence, deviant behavior, and conflicts with parents.

Over the past year, nearly 200 clients have accessed the services of the Semarang City Family Learning Center, with the highest spike in cases occurring in November, totaling 25 cases. Clients learned about these services through various channels, including outreach activities, direct referrals from psychologists, word of mouth, and the Family Learning Center's official social media accounts.

Discussion

The range of services provided, from individual counseling to group education, reflects a holistic approach that focuses not only on resolution but also on prevention through family capacity building.

The prevalence of online gambling cases identified in the study's findings suggests a shift in family issues within urban areas. Economic difficulties and psychological pressures stemming from urban lifestyles contribute to the emergence of addictive behaviors that directly impact family stability. These findings align with previous studies indicating that economic pressures and urban stress are linked to increased family conflicts and mental health disorders.

The high incidence of child-rearing and adolescent issues also highlights the challenges families face in adapting to social change and technological advancements. A lack of parenting skills and effective communication between parents and children are key factors contributing to behavioral and emotional problems among adolescents. The role of the Family Learning Center in providing parenting education and psychological support is particularly relevant in this context.

From a service delivery perspective, the requirement for in-person counseling demonstrates the institution's commitment to the quality of psychological interventions. However, the limited number of counseling sessions and the service location's relative distance from the city center, coupled with narrow access roads, have the potential to create barriers to access for some members of the public. This underscores the importance of informative and persuasive visual communication strategies to explain the service process, benefits, and ease of access to the Family Learning Center for the general public.

Findings regarding clients' information sources indicate that social media and face-to-face communication remain the primary channels for disseminating information. However, the public's limited understanding of service processes highlights the need for more structured and easily understandable communication channels. In this context, the design of infographics serves as a strategic solution for simplifying complex information into visuals that are communicative, engaging, and memorable.

Thus, the results of this study confirm that the design of infographics for the Family Learning Center's services is not merely an aesthetic necessity, but rather a public communication tool that plays a crucial role in improving family service literacy and expanding the reach of service utilization among the residents of Semarang.

Infographic Design

In today's digital age, information can be obtained very quickly and easily from various sources. An overload of information can make it difficult for someone to draw conclusions from that information.

Therefore, infographics are designed to make it easier for people to obtain information in a simpler and more accurate way. Infographics is a portmanteau of "Information" and "Graphics." Infographics is the visualization of data, ideas, information, or knowledge through charts, graphics, schedules, and other elements so that data, ideas, information, or knowledge can be presented in a way that goes beyond mere text and has a strong visual impact and is more engaging (Kurniasih, 2016).

Color Study

In infographics, color is a crucial visual element for capturing the audience's attention and conveying messages or information. Color is a sensitive element that influences visual perception, thereby evoking emotions such as sadness, joy, mood, enthusiasm, and other feelings (Zhafira et al., 2021)

A study titled "Color Concepts and the Use of Color in Infographics" (Listya Ariefika, 2018) states that the presentation of information through infographics, like other media, relies on the use of contrasting color combinations to distinguish between the figure and the ground. The figure or object can be an image or text, while the ground or background can consist of environmental illustrations, abstract graphics, solid fields, or gradient fields.



Figure 1: PUSPAGA Logo

(Source: <https://dp3apm.tanjungpinangkota.go.id/index.php/2021/11/12/1623/>, 2021)



Figure 2: PUSPAGA Infographic Colors

The PUSPAGA logo uses a combination of bright and varied colors to represent the service's friendly, inclusive, and family-oriented character. Each color in the logo's lettering carries psychological significance that reinforces PUSPAGA's identity as a family learning center.

The color selection in PUSPAGA's infographics serves not only as an aesthetic element but also as a visual communication strategy that reinforces the message of family-strengthening services. Each color used carries symbolic meaning that aligns with PUSPAGA's service character as a preventive and promotive institution.

The color dark green represents growth, balance, and tranquility; thus, in the context of family services, green symbolizes hope and the effort to foster stability and harmony within families. Additionally, the color light green embodies positive energy, renewal, and a spirit of change. This color signifies that PUSPAGA is here to help families grow and adapt to the challenges of urban life.

The color purple symbolizes empathy, compassion, and wisdom. The use of purple reinforces the image of a counseling service grounded in emotional and psychological, thereby creating a warm and supportive atmosphere. Meanwhile, the color pink represents love, care, and concern for children and families—the primary focus of PUSPAGA's services in protecting and strengthening family relationships.

The color orange conveys a warm, communicative, and energetic impression. Orange supports the character of public services that are open and friendly, thereby encouraging the public to feel more confident in accessing counseling services.

Finally, the use of white plays a key role in establishing an image of a service that is clean, transparent, and trustworthy. White symbolizes sincerity and openness, which are highly relevant to the principles of family counseling services.

Typography

Typography is a concept frequently used in the world of graphic design. Typography is a technique for selecting and arranging letters aesthetically so that the viewer feels comfortable (Mirza, 2022).

In the design of the PUSPAGA Semarang City service infographic, the typography was chosen to ensure that the information can be quickly understood by people from all walks of life. The font selection was made with consideration for the friendly, educational, and family-oriented nature of the PUSPAGA service.

Fredoka Font

Figure 3. Fredoka Font

Source: <https://dafont.style/download/fredoka-one-font.html>



Figure 4. Typography of the PUSPAGA Infographic Title and Subtitle

The Fredoka font is used for the title, main subtitle, and key information in the PUSPAGA infographic. Fredoka's rounded, bold, and playful letterforms create a warm, friendly impression that easily captures attention. This font was chosen to create a relaxed atmosphere so that the audience feels comfortable reading information about PUSPAGA's family counseling and education services. Additionally, the font's solid and high-contrast design helps clarify the main information structure within the infographic.

Nunito Medium

Figure 5. Nunito Medium Font

Source: <https://www.ffonts.net/Nunito-Medium.font>

- Konseling individu (tatap muka dan penjangkauan)
- Konseling kelompok
- Edukasi parenting
- Pendampingan keluarga
- Rujukan ke berbagai lembaga
- Pendaftaran dan pengisian formulir
- Verifikasi identitas (KTP atau surat domisili)
- Asesmen awal oleh konselor
- Konseling psikolog (maksimal 3 sesi)
- Rujukan lanjutan jika diperlukan
- Seluruh layanan bersifat gratis
- Konseling dilakukan secara tatap muka
- Waktu tunggu rata-rata layanan: ±1 minggu
- Setiap klien dapat mendaftar ulang setelah jeda 1–2 bulan bila membutuhkan tindak lanjut

@puspagasemar.smg puspagasemar.smg@gmail.com <https://puspaga.semarangkota.go.id/>

Figure 6. Typography of the PUSPAGA Infographic Text Content

The Nunito font is used for the text content and explanatory information in the PUSPAGA infographic. This font features a sans-serif typeface with soft, curved strokes and high readability, making it suitable for conveying a moderate amount of descriptive information. The use of Nunito helps maintain readability, especially on digital platforms such as Instagram and the PUSPAGA website, where audiences tend to read quickly and in short bursts.



Figure 7. PUSPAGA Infographic Results

The PUSPAGA Semarang City service infographic was designed as a visual communication tool to simplify information about family counseling and education services, making it easier for the public to understand. Presenting information in the form of infographics was chosen because it combines text, illustrations, colors, and statistical data, allowing complex messages to be conveyed concisely, clearly, and engagingly. This is important given that one of the main issues identified with PUSPAGA's services is the suboptimal delivery of information to the public, due to previous informational materials being unengaging and difficult to understand.

The opening section of the infographic features the title "Semarang PUSPAGA Services: Strengthening Family Functions," which serves as both the primary identifier and a statement of the service's purpose. The use of bold typography and contrasting colors aims to capture the reader's attention from the start and emphasize the main theme: strengthening family functions. Next, the section "What is PUSPAGA?" provides a brief definition of PUSPAGA as a preventive and promotive service aimed at improving family quality. Presenting this definition is crucial as a foundation for initial understanding, particularly for the public who are not yet familiar with the PUSPAGA service.

In the vision and mission section, the infographic outlines the direction and objectives of PUSPAGA Semarang. This information serves to reinforce the credibility of the service at while demonstrating that the programs offered have a clear foundation and focus on creating prosperous, violence-free families. Presenting the vision and mission in differently colored boxes also helps readers visually distinguish between categories of information.

The section on family issues, based on interviews with staff at PUSPAGA in Semarang, presents statistics on cases handled by PUSPAGA in 2025, including online gambling (64.8%), domestic issues (10.2%), and issues involving children and adolescents (25%). The presentation of this quantitative data is a key element in the infographic because it highlights the urgency of PUSPAGA's services. Visualizing the percentage figures alongside case-specific icons helps the audience quickly grasp the scale of the issues without needing to read lengthy explanations. As a result, this data is not only informative but also persuasive, encouraging the public to utilize the available services.

The "PUSPAGA Services" section describes the types of services provided, such as individual counseling, group counseling, parenting education, family support, and referrals to other agencies. This information is presented in bullet points to make it easy to read and remember. The list of services is intended to provide clarity to the public regarding the types of assistance available to meet their individual needs.

Next, the “Service Flow” section outlines the steps involved in accessing services, from registration through follow-up counseling. Outlining this flow is important for reducing confusion among potential service users, as one of the common barriers to social services is a lack of understanding of the access procedures. With a clear flowchart, the public can understand the steps they need to take before receiving counseling services.

The “Additional Information” section supplements the infographic with details such as whether the service is free, the type of counseling offered, estimated wait times, and re-registration requirements. This information serves to enhance service transparency and reduce the potential for miscommunication between PUSPAGA and service users.

Last, the contact and address section provides practical information for the public wishing to access the services. The inclusion of a phone number, email address, website, and a QR code makes it easy for the audience to choose the appropriate communication channel. This element makes the infographic not only informative but also practical, as it directly guides the audience toward concrete action.

Overall, the PUSPAGA Semarang City infographic successfully integrates data, service information, procedural flows, and contact details into a single concise and systematic visual medium. Presenting information visually makes it easier for the public to understand the existence, functions, and benefits of PUSPAGA services. Thus, this infographic has the potential to increase the reach of service information, encourage public participation, and support PUSPAGA’s primary goal of strengthening family functions in Semarang City.

CONCLUSION

The main contribution of this study lies in the integration of visual communication design principles with the communication needs of family services at the local level. The design of infographics serves not only as an informative visual medium, but also as a public communication strategy that can bridge the gap between service providers and the public. By applying visual elements such as colour, typography, illustrations, and organised layout, this study provides a practical approach to developing communication media that are more communicative and user-oriented.

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DECLARATION OF CONFLICTING INTERESTS

The authors state that there is no conflict of interest in the publication of this article.

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AUTHOR(S) BIOGRAPHY

Zahra Putri Febriani is a student at the Semarang State University, Home Economics Education, Faculty of Engineering. She is in her final year and is currently working on her final project.

Godham Eko Saputro is a lecturer in the Home Economics Education, Faculty of Engineering, Semarang State University.