

ABSTRACT

The term "Daddy Issues" is widely used to describe individuals who have difficulty forming relationships with others due to a lack of emotional closeness with their fathers during their formative years. There is a lack of media that encourages fathers to increase their awareness about building a close relationship with their daughters. As a result, spending time with daughters and engaging in feminine activities is not commonly practiced among men. However, the absence of a father's role in a child's life can lead to that child losing self-confidence, becoming socially withdrawn, less independent, easily anxious, fearful of facing challenges in the outside world, and vulnerable to depression. The data collection methods used included visual observation, interviews, questionnaires, and literature study. It can be concluded that the design of an illustrated book as a visual medium for activities to bring fathers closer to their daughters is essential to raise awareness and shift societal stigmas, guiding fathers to fulfill their roles appropriately. The book aims to increase the closeness between fathers and daughters while educating children about cooking and guiding fathers in teaching and mentoring their daughters through cooking activities.

Keywords: Father, visual media, cooking