

ABSTRACT

Family should be a place that provides a sense of security and comfort, but not all individuals have that experience. Toxic parenting, a parenting style that ignores the emotional needs of children and emphasizes the desires of parents, can cause psychological wounds and mental health disorders. If left untreated, this problem can continue for generations. Therefore, a medium is needed that can help individuals channel their emotions and accept their experiences in a healthier way. The purpose of this study was to design a visual journaling media that can be used as a means of emotional release for individuals, especially adolescents aged 16–24 years, who experience the impact of toxic parenting. Visual journaling is one approach in art therapy and expressive writing that is considered effective as a means of emotional release for children who experience toxic parenting. This study collaborated with Biro Psikologi Terapan Sakura Purwokerto and used a descriptive qualitative research method through interviews, observations, and documentation. SWOT analysis was also applied to identify the advantages and disadvantages of visual journaling. The results of this study produced the main media in the form of visual journaling, as well as supporting media such as posters, banners, internet media, music playlists, tote bags, drinking bottles, stickers, and journal decorations. Based on research conducted, visual journaling has proven to be effective as an emotional release medium for individuals experiencing toxic parenting.

Keywords: *toxic parenting, emotional release, visual journaling, mental health, art therapy*