

ABSTRACT

Fathers play a vital role in the family, not only as breadwinners but also in shaping the emotional and social development of children. The phenomenon of fatherlessness is a serious issue in Indonesia, including in Bandung, which has a high divorce rate. To help prevent this, interactive educational media in the form of an activity kit is needed for fathers in Bandung. This design project uses qualitative methods, including observation, interviews, questionnaires, and literature studies, followed by matrix and descriptive analysis. Findings show that most fathers aged 25–35 in Bandung are unfamiliar with the concept of fatherlessness. Therefore, an educational activity kit is proposed to raise awareness in a practical and engaging way. This interactive tool is expected to serve as an accessible, reflective, and enjoyable media to educate fathers and foster deeper emotional involvement in family life.

Keywords : father's role, fatherless, activity kit, educational media, pengasuhan anak