

ABSTRACT

Parenting and emotional health are crucial aspects of a child's life and development, particularly in the psychosocial domain. Between the ages of 6-12, children begin to engage in a social environment beyond their family, making effective parenting essential. In this digital era, Millennials and Generation Z are the generations becoming parents. Although they are considered open to mental health awareness, they often only understand the theory without proper implementation. Moreover, they frequently seek information from the internet, which tends to be scattered and incomplete. Therefore, the development of this application is necessary to assist parents in implementing effective parenting strategies for their child's emotional well-being. This design process follows the design thinking methodology, with data collection methods including interviews with parents and experts, surveys with parents, observations of similar applications, and literature studies. This application is expected to help parents optimize their child's psychosocial development for a better future.

Key Words : *Parenting, Emotional, Milenial Generation, Z Generation, and Child.*