

ABSTRACT

The era of information freedom has brought new challenges in the form of negative stigma towards women, particularly concerning their physical appearance. This phenomenon can result in feelings of insecurity and low self-esteem. This research proposes a solution by designing an illustrated book titled "Women and Happiness" as a motivational medium to enhance women's self-confidence. The concepts of self-love and self-improvement are employed as approaches in this book to help women recognize their self-worth and appreciate every aspect of their lives. The hope is that this book can transform women's perceptions of themselves and inspire them to be grateful for all that they possess within themselves.

Keywords: negative stigma, women, physical appearance, illustrated books, self-confidence, self-love.