

DESIGN OF NON-COMMERCIAL CAMPAIGN INCREASING AWARENESS OF POLYCYSTIC OVARY SYNDROME EARLY ON WOMEN IN INDONESIA

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Abstrak

Tulisan ini bertujuan untuk meningkatkan kesadaran akan kondisi Polycystic Ovary Syndrome yang merupakan sindrom dengan tingkat kesadaran yang rendah/jarang diperhatikan oleh penderitanya meskipun 1 dari 10 wanita menderita Polycystic Ovary Syndrome melalui kampanye non-komersial. Hal inilah yang melatarbelakangi penulis untuk menjelaskan bagaimana PCOS itu dan hal-hal apa saja yang dapat dilakukan untuk meningkatkan kesadaran tersebut. Sindrom Ovarium Polikistik adalah gangguan metabolisme dengan konsekuensi jangka pendek dan jangka panjang. Oleh karena itu, kampanye ini berisi media visual dengan wawasan tentang Polycystic Ovary Syndrome, penyebab, gejala, dan cara pengobatannya. Wanita usia subur diajak untuk meningkatkan kesadarannya dengan lebih memahami kondisi tubuhnya sendiri. Media kampanye secara keseluruhan ditujukan kepada wanita berusia 15-35 tahun, yang umumnya mengalami gejala atau memiliki keluarga dengan riwayat Sindrom Ovarium Polikistik serta wanita yang sedang hamil.

Kata kunci : Kesadaran, Wanita, dan Kesehatan Organ Reproduksi

Abstract

This paper aims to increase awareness of the condition of Polycystic Ovary Syndrome which is a syndrome with a low level of awareness/rarely noticed by sufferers even though 1 from 10 women suffer from Polycystic Ovary Syndrome through a non-commercial campaign. This is the reason for author to explain how PCOS is and what things can be done to increase this awareness. Polycystic Ovary Syndrome is a metabolic disorder with short and long term consequences. Therefore, this campaign contains visual media with insight into Polycystic Ovary Syndrome, its causes, symptoms, and how to treat it. Women of reproductive age are invited to increase their awareness by better understanding their own body conditions. The campaign media as a whole is aimed at women aged 15-35 years, who are generally experience the symptoms or have families with a history of Polycystic Ovary Syndrome also women who are currently pregnant.

Keywords : Awareness, Women, and Reproductive Organ Health

Introduction

Literally visual communication design is the study of communication concepts from processing messages for social or commercial purposes and the expression of creative power, which is applied in various visual communication media by processing design elements. It is done in order to convey messages visually, audio, and audio-visual to the intended target. Visual communication design is a part of applied arts that studies planning and designing various forms of visual communication information. The creative journey begins with recognizing visual communication problems, looking for verbal and visual data, compiling creative concepts based on the characteristics of the target target, to determining the final visualization of the design to support the achievement of a verbal-visual communication that is functional, persuasive, artistic, aesthetic, and communicative. so as to change the positive attitude of the target.

In its application, visual communication design can also create visual media that is able to provide change and provide solutions to problems that are currently happening in society, be it health, social, religious, political or cultural problems. One of the main focuses of the author in making this final project is a campaign that aims to increase public awareness related to the health sector, namely Polycystic Ovary Syndrome or PCOS (Polycystic Ovary Syndrome).

According to Ivo Broses Duke in the American Journal of Obstetric and Gynecology, about 4-18% of women of reproductive age suffer from ovarian polycysticitis worldwide, while in Indonesia there is no definite data regarding the number of sufferers of this syndrome. However, according to the In Vitro Fertilization Association in Indonesia (2018), 15% of Indonesian women or around 6 million people experience reproductive problems and 3-5 out of 200 women experience

infertility. The things that trigger this disease are genetic factors, obesity and irregular menstruation. The diagnosis can be confirmed by finding symptoms such as oligoovulation, hyperandrogenemia, and polycystic ovaries on sonographic examination. According to the World Health Organization (2012), infertility is a condition where a person is unable to get pregnant after at least one year (12 months) of sexual intercourse. Infertility can be caused by several things, one of the main causes is ovulation disorders due to Polycystic Ovary Syndrome (Heffner, 2010, p. 76).

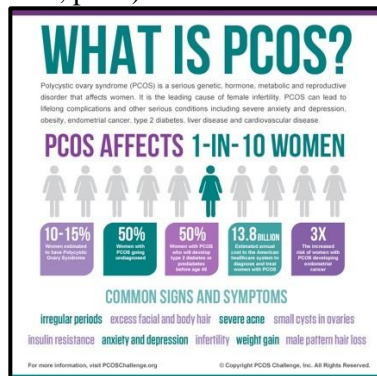


Image 1 Polycystic Ovary Syndrome Infographic

Polycystic Ovary Syndrome is often found in women with complaints about irregular menstruation, obesity with increased fat tissue, acne on the face or body, excessive hair growth on the face or body, and if the woman is married and wants to have children it would be difficult to get pregnant. Polycystic Ovary Syndrome is defined as a metabolic clinical condition that often occurs in women of reproductive age in the short term that will cause reproductive dysfunction and if it occurs in the long term will also cause metabolic disorders. If left undetected, Polycystic Ovary Syndrome can cause a variety of more serious diseases, such as type 2 diabetes mellitus, dyslipidemia, endometrial cancer, hypertension, cardiovascular disease, ovarian cancer and breast cancer (Allahbadia, 2007).

In Indonesia, there is very little information and data discussing Polycystic Ovary Syndrome. As an illustration, in Dharmais Hospital, approximately 30 sufferers are found each year. This is closely related to the level of public awareness about Polycystic Ovary Syndrome. It can be concluded that according to the Southcentral Foundation, campaign implementation is an effective communication to help people make healthy lifestyle choices. Therefore, to increase the understanding of public awareness about Polycystic Ovary Syndrome in women in Indonesia, the author plans to make a Non-Commercial Campaign Design to Increase

Awareness of Polycystic Ovary Syndrome from an Early Age in Women in Indonesia.

Benefits and Objectives Research

1. Understand how to design a Non- Commercial Campaign Design to Increase Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia so that educational information can be conveyed clearly and have a good impact on the audience.
2. Understand how to Design of Non- Commercial Campaigns Raises Awareness of Polycystic Ovary Syndrome Early on in Indonesian Women in terms of design, art directing and copywriting.
3. Understand how the process of applying promotional media from the Design of Non- Commercial Campaigns to Raise Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia which is informative and can attract the public.
4. Understand the strategies to educate women about the health of reproductive organs, namely the ovum, which is closely related to Polycystic Ovary Syndrome.

Review of Theory

Visual Communication Design

The theoretical basis is defined as a theory that is relevant and useful for explaining the variables to be studied and as a basis for providing temporary answers to the formulation of the problem posed (hypothesis) and the preparation of research instruments.

Campaign Theory

According to Cangara (2011), campaign is a communication activity aimed at influencing other people so that they have the insight, attitude and behavior according to the wishes or desires of the spreader or information provider. Therefore, campaign activities in the implementation of communication activities or information delivery activities must be carried out in a planned manner to educate, convince, influence and sympathize individuals or the community using various media to meet targets in a certain time unit. The following are the types of campaign media:

1. Above The Line

Above The Line is a promotional activity that is usually carried out as an effort to form the desired brand image, for example: advertisements on television with various versions. The nature of Above The Line is an 'indirect' medium that hits the audience, because its nature is limited to audience acceptance.

Above The Line is used if the intended market is very broad and difficult or cannot be defined.

2. Below The Line

Below The Line are all promotional activities carried out with the aim of embracing and increasing consumer awareness of a product. Most of the below the line promotional activities are carried out through various events. With this event, consumers will be in direct contact with the campaign so that direct communication can occur with consumers.

Design Style

In general, design style is a way of expression or aesthetic attitude that is distinctive and unique to a work of art that arises because of its creation techniques, visual concepts, or aesthetics. Design style can give clues about a certain mass or period. The design style also provides clues to the designer's personal attitude and concept. One of the popular design styles today is Postmodern.

Postmodern has a main principle that tends to combine rather than make a difference, as expressed by Robert Venturi who prefers hybrids rather than pure, distortion rather than reasonableness, ambiguity than clear, accommodation rather than rejection. There are several influences on the design style used in making design work in this final project, including:

1. Late Modern

Late modern works uphold the principles of simplicity and non-decorative, and at that time the scissors-and-paste technique has emerged which is still an innovation today. The latemodern artists are Paul Rand, Saul Bass and Lester Beall. Late Modern characteristics:

- a) Conceptual communication.
- b) Smart and creative.
- c) Mixing various photography techniques, typesetting and printing.
- d) Then the simplicity principle

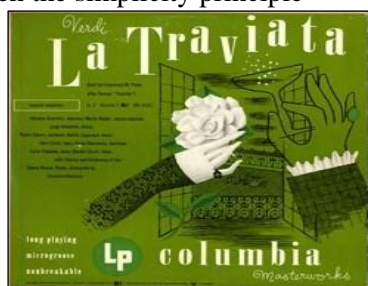


Image 2 Late Modern Design Style

2. Art Deco

Art Deco is a style that emerged after World War I and ended before World War II. In its development, Art Deco was heavily

influenced by various modern styles such as Cubism, Futurism and Constructivism. Art Deco Features:

- a) Bold use of curved strokes.
- b) Multilevel form.
- c) Sun rays motif.



Image 3 Art Deco Design Style

Design Elements

Design elements are the main things in designing a design. The following are design elements that can be described:

1. Line: A line is a relationship of two points or trails of points that are continuous or in line. The skill of processing images through lines (drawing) is one of the most important fundamentals for work for an artist / designer. Sadjiman Ebdi Sanyoto (2009: 96) argues, "a line is a form that is small in size but elongated".
2. Field: A plane is the result of the development of a line that limits a shape to form a plane that covers several sides. "A plane is a form of flat, flat face
3. parallel to the dimensions of length and width and covers the surface. Flat / flat forms, such as plywood, paper, cardboard, zinc, blackboards, and other flat areas." (Sadjiman Ebdi Sanyoto, 2005: 117).
4. Form: "Gempal is a form, form, shape, or description of anything in nature, including works of art or designs that can be simplified into points, lines and planes", Sadjiman Ebdi Sanyoto (2009: 93).
5. Texture: Texture is the touch value of a surface. Physically the texture is divided into coarse and fine textures, with the impression of a shiny and dull reflection. Judging from the appearance effect, textures are classified into real textures and pseudo textures. It is called a real texture if there is a similarity between the results of touch and sight.
6. Light Darkness: Any object found in our nature will have a different light intensity in each part. Likewise in fine arts. Dark Light is the most important element in making a shape / block to appear three-dimensional by making use of

highlights (light parts) and shading (shadows). Dark Light also applies to tints and shading in colors, for example: pink, dark red.

7. Space: According to M. Suryanto in his book "Graphic Design Applications for Advertising" (16, 2004) explains that space can be divided into 2, namely negative space and positive space. Images or shapes represent positive space, while empty space on the page represents negative space or background.
8. Color: Endang Widjajanti Laksono (1998: 42) suggests that color is part of the light that is transmitted or reflected. There are three important elements in understanding color, namely objects, eyes and the element of light. In general, color is defined as the element of light reflected by an object and then interpreted by the eye based on the lighting the object.

Principles of Design

These are the design principles are as follows:

1. Balance: Balance is an impression of stability of an object based on its support or weight (physical or meta-physical). According to KBBI in the context of physics (KBBI, 2016) "a situation that occurs when all the forces and tendencies that exist are precisely balanced or neutralized by the same, but opposite forces and tendencies".
2. Unity: Unity is one of the important principles so that a work looks neat. Unity / wholeness is the coherence of the relationship between all the elements compiled in a work
3. Contrast: Can also be called emphasis, because there are drastic differences in design elements. For example, color contrast (black and white), line contrast (bold and thin), font size contrast, etc.
4. Rhythm: Rhythm is the repetition of a variety of design elements. The repetition can form a sequence of movements, a certain pattern / pattern.

Research Methods

Data Collection Method

In collecting data for the introduction to the final project, the author uses 2 data collection methods which are described as follows:

1. Field Data
 - a. Observation Data
Data collection was carried out by reading credible health articles and journals and following the Webinar "Can PCOS Sufferers Get Pregnant Naturally?" filled by dr. Ivander Utama F.Mas, S.pOG, MSc

by mamapapa.id on Youtube on July 28, 2019.

- b. Interview Data
In fulfilling the data collection regarding the Design of Non-Commercial Campaigns to Raise Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia, information from survivors with Polycystic Ovary Syndrome in order to know how to create a Non-Commercial Campaign to Increase Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia is more relevant effective, efficient, and attractive to the target audience so that the information conveyed can increase the awareness of women. The author interviewed a resource person who is a survivor and founder of the PCOS Fighter Indonesia Community, Andini Yunita Sari.

2. Literature Review Data

A literature review is a study that uses reading material or a basis that can be used as a reference in writing scientific papers. In general, literature comes from books or scientific journals, so it is valid as a reference source. This means that the journals used must be original, have been verified and not merely written.

In this method the authors get information and official theoretical basis in addition to writing data, such as official health journals discussing Polycystic Ovary Syndrome, one of which is from medical students at the University of Lampung, the book "What to do when the doctor say it's PCOS", and also books on visual communication design theory that compilers read and quote.

Results And Discussion

Media Purpose

The purpose of the Non-Commercial Media Campaign to Increase Awareness of Polycystic Ovary Syndrome from Early on in Women in Indonesia is to provide insight and education to the audience to be more aware and understanding of their body condition so that they can minimize the possible long-term risks that are closely related to deadly diseases. In addition, the design of this non-commercial campaign aims to develop a more targeted promotion through media that is effective, communicative, easy to understand, and easy to remember.

Media Strategy

Media strategy is a media planning process in order to run well, including the process of compiling, planning, scheduling that shows how the time and space of the promotional media will be distributed. Therefore, the authors approached the Brand Archetypes method.

Brand Archetypes are the basic patterns of brands / brands whose behavior groupings are generally understood naturally. Brand Archetypes are used by looking at the basic point of the brand foundation itself. In short, Brand Archetypes is a method by which we can classify the brands that will be made into what category (according to the big idea). There are 12 categories, namely; The Outlaw, The Magician, The Hero, The Lover, The Jester, The Everyman, The Caregiver, The Ruler, The Creator, The Innocent, The Sage, and The Explorer. From these 12 categories, the authors choose 2 categories that describe the big ideas that have been made, namely; The Caregiver and The Lover.



Image 4 Brand Archetypes The Lover



Image 5 Brand Archetypes The Caregiver

Campaign Strategy

The campaign strategy was obtained from 2 selected categories of Brand Archetypes which were then developed again and obtained the tagline as

campaign jargon. Apart from that, from the Brand Archetypes it can also be concluded that the strategy in the campaign can be supported by making a series of events as direct education to the target audience. The following is the strategic flow of the Non-Commercial Campaign to Increase Awareness of Polycystic Ovary Syndrome from an Early Age in Women in Indonesia:

1. Indirect campaigning activities carried out through various media to be selected, such as posters, video infographics, brochures, digital banners, and merchandise to disseminate information about campaign activities directly, namely events to be held.
2. Direct campaign activities, namely a series of events such as seminars, workshops, healthy walks, free health checks, bazaars, and live music.
3. Dissemination of campaign media that have been created through promotional media such as billboards, neon box ads, banners, and digital posters.

Media Target

In creating a campaign the writer as a designer must determine the target audience that has been segmented through so that the message and intent of the campaign can be conveyed properly and according to the needs of the audience. The following is a breakdown of who is the target of the Design of Non-Commercial Campaigns to Raise Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia:

1. Geographical : DKI Jakarta and all regions in Indonesia
2. Demographics
 - Age:
 - Primary: 20-35 years
 - Secondary: 16-19 years
 - Occupation: student, student, worker.
 - Female gender
 - Economic status: A and B
3. Psychographics : Husbands and wives, obstetricians, and the health care community.

Creative Concepts

In making creative concepts, you must have a basic idea that will be processed into a visual form and will be applied in several promotional media. Data processing results from observations that the author has made have been selected so that they can be used in designing the work. This campaign was created to provide information that focuses on increasing awareness of the Polycystic Ovary Syndrome by using informative and interesting

language, so that it is easier for the target audience to understand.

The campaign concept is made simple by highlighting superhero illustrations as the embodiment of the message that women are very strong and conveyed by illustrating the symptoms that are felt at the beginning, using soft colors and stealing the attention of the audience, especially women. Illustrations are made as creative as possible to attract the attention of potential readers.

Keyword

Keywords or keywords are very important in determining creative concepts because they are closely related to the selection of topics to be studied or the design process. In order to simplify the design process, writers need to determine appropriate keywords.

Awareness is the outline of a campaign and is the starting point for a disease that can have long-term effects. The earlier you understand about Polycystic Ovary Syndrome, women as the main subject can get treatment from medical professionals faster and be able to manage a healthy lifestyle properly as soon as possible. So based on that, the keywords of this campaign are awareness, women and health.

Creative Strategy Color

There are 2 colors (pink and blue) used in this Polycystic Ovary Syndrome campaign. The following are the colors of this campaign:

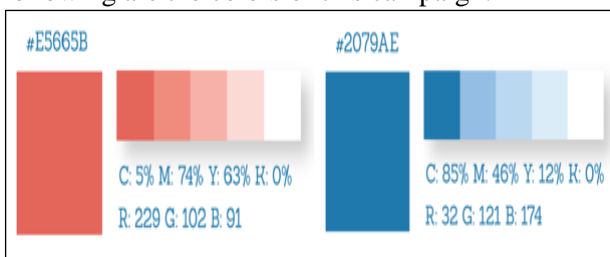


Image 6 Colors Usage

Typography

The typography used in the preparation of the Non-Commercial Campaign to Increasing Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia consists of:

1. Fredoka One

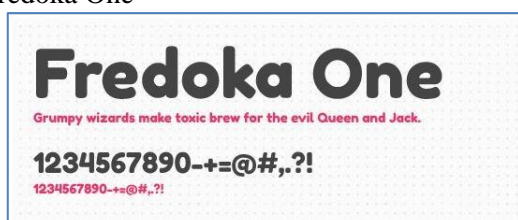


Image 7 Fredoka One Font

2. Sanchez



Image 8 Sanchez Font

Image

In designing this non-commercial campaign, the writer uses vector-based illustrations to visually depict information to educate awareness of Polycystic Ovary Syndrome from an early age. With the illustration, it is hoped that the message to be conveyed can be easier to understand and can beautify the visual media design created. The image used is an image of the content of the campaign which will be used as the content of the promotional media that will be made and adjusted to the concept.

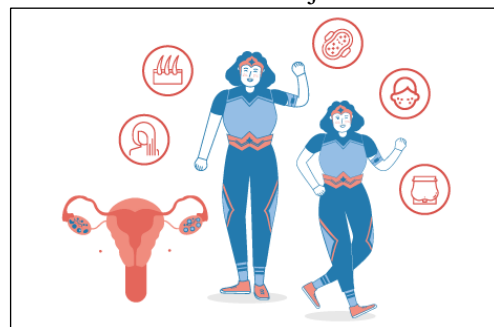


Image 9 Campaign Media Illustration

Visual Identity

Visual identity is a visual communication system that forms the identity of a company, institution or product. Visual identity is often used to differentiate a product / service from competitors so that consumers will easily identify a brand by only seeing a part of its visual appearance. The following is an illustration of the visual identity created for the Design of Non- Commercial Campaigns to Raise Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia. Every media that is created will always display this visual element so that the visual identity remains consistent and repetitive.



Image 10 Visual identity element

Layout

Layout is described as the layout of design elements and elements organized in certain media to support the concept or message it carries. In other words, layout is an attempt to compile, arrange and combine elements of graphic communication into a visual communication medium that is communicative, aesthetic, persuasive, attracts attention and support the achievement of goals quickly and precisely. In this designed campaign promotion media, the writer uses an asymmetrical, asymmetrical or non-formal balance which has an irregular layout but overall there is a harmonious balance. This asymmetrical layout design has a dynamic impression and the asymmetrical layout has empty spaces that can be utilized.



Image 10 Grid layout cover brochure

Logo

The following is the final result of the logo that previously went through several stages of the process and revisions.



Image 11 Logo

Logo Ayo Lebih Paham Campaign composed of logogram and logotype to be authors explain as follows:

1. Logogram



Image 12 Ayo Lebih Paham Logogram

2. Logotype



Image 13 Ayo Lebih Paham Logotype

Slogan

A slogan is a sentence that is an invitation or statement which is relatively short and short but is made interesting so that it is easy to remember and is used to inform or convey information. In designing the Non-Commercial Campaign to Increase Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia, the writer created a persuasive slogan "Come on Understand, Definitely Can" as a form of statement that can be voiced by the target audience that they need to understand their own situation to improve awareness of Polycystic Ovary Syndrome.

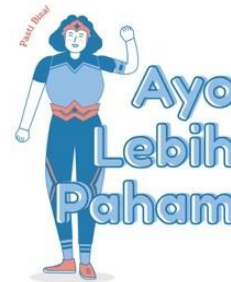


Image 14 Ayo Lebih Paham Slogan

Stationery

Campaign stationery containing letterhead, business cards, envelopes, and folders is one of the identities of the non-commercial campaign Ayo Lebih Paham.

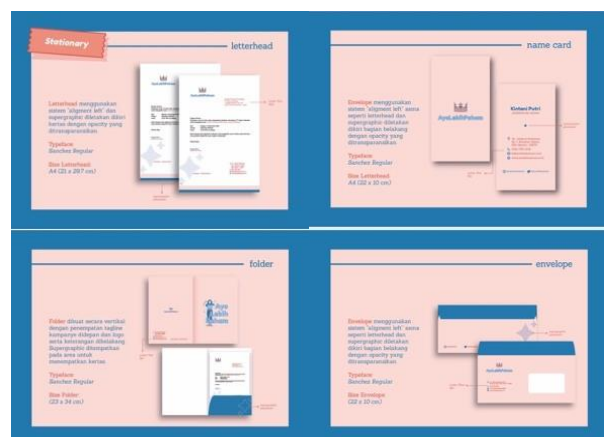


Image 15 Ayo Lebih Paham Stationery

Publication Media

The design process for the promotional media for the Ayo Lebih Paham Campaign was executed by applying the concepts and visual elements discussed earlier. The following is a

description of the design and visual concepts that have been applied to promotional media.

1. Video Infographics

Video infographics contain information regarding explanations, survey data, and risks and treatments for Polycystic Ovary Syndrome in the Come More Understanding Campaign. This video was made with a duration of 2 minutes which will be used as an infographic video for the Polycystic Ovary Syndrome counseling on Instagram, and will be uploaded on the YouTube channel.

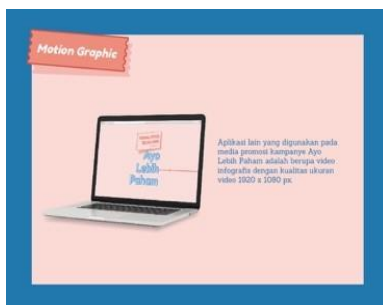


Image 16 Ayo Lebih Paham Infographic Video

2. Poster

Posters will be posted in places that are busy and accessible to the younger generation, for example hospitals, city centers, public facilities, universities and airports.



Gambar 17 Ayo Lebih Paham Poster

3. Brochure

The brochure contains information on a series of events that will be carried out as a means of direct extension. Made as effectively as possible in the form of 3 folds.



Gambar 18 Brochure Ayo Lebih Paham

4. Flyer

Flyer is a single printed sheet and is used to attract public attention to an event, service, product, or idea.

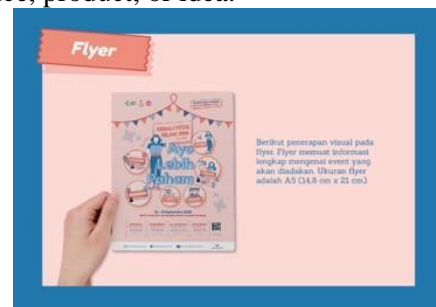


Image 19 Ayo Lebih Paham Flyer

5. Magazine Ads

Magazine advertising is an effort to promote a brand or brand by using print media that can reach a wide range. This magazine advertisement is published in one page in a magazine which will be distributed later.



Image 20 Ayo Lebih Paham Magazine Ads

6. Newspaper Ads

Newspapers allow immediate communication, retailers use this medium to announce sales and offer their products.



Image 21 Ayo Lebih Paham Newspaper Ads

7. Banner Website

Website banners are advertisements (usually posted on web sites) that are related and can be accessed through the home page using a browser and internet network.



Gambar 22 Banner Website Ayo Lebih Paham

8. Instagram Social Media

Currently Instagram is the most popular social media for the public. Instagram can also be used for business facilities to promote a product / service as well as campaigns and events. The name of the media account used in this campaign is @ayolebihpahampcos.

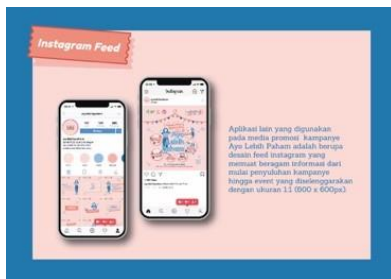


Image 23 Ayo Lebih Paham Instagram Feed

9. Billboard

Billboards are designed for the primary purpose of introducing brand names. Billboards are usually displayed on high traffic roads.

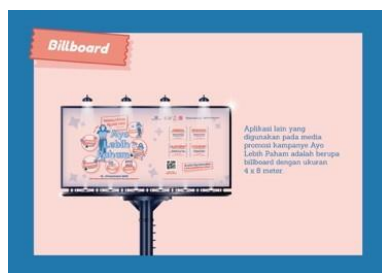


Image 24 Ayo Lebih Paham Billboard

10. Banner

Similar to Billboards, banners are designed for the purpose of introducing the name of the brand or service being promoted.



Image 25 Ayo Lebih Paham Banner

11. Lightbox Ads

Lightbox Ads will be posted in places that are busy and accessible to the younger generation, for example, city centers, universities and public places such as bus stops, stations and airports.



Image 26 Ayo Lebih Paham Lightbox Ads

12. Catalog

The catalog is made to resemble a tissue in accordance with the analogy of hygiene related to women's reproductive health.



Image 27 Ayo Lebih Paham Catalog

13. Human Stand

This media is used as a substitute for the x-banner, Human Standing is the supporting media in this design which will be placed in both the Let's Get Better Understanding Campaign at Car Free Day and at Vertility Hospital. Human Standing is a mascot illustration from the Let's Get More Understanding Campaign..



Image 28 Ayo Lebih Paham Human Standing

Merchandise

These are visual result that has been applied and printed in the form of merchandise.

1. Totebag



Image 29 Ayo Lebih Paham Totebag

2. T-Shirt



Image 30 Ayo Lebih Paham T-Shirt

3. Hat



Image 31 Ayo Lebih Paham Hat

4. Notebook and Pen



Image 32 Ayo Lebih Paham Notebook and Pen

5. Calender



Image 33 Ayo Lebih Paham Calender

6. Mug



Image 34 Ayo Lebih Paham Mug

7. Tumbler



Image 35 Ayo Lebih Paham Tumbler

8. Pin, Keychain, dan Sticker



Image 36 Ayo Lebih Paham Pin, Keychain, dan Sticker

Conclusion

Polycystic Ovary Syndrome is a group of symptoms experienced by women of reproductive age that can cause short-term infertility and long-term metabolic disorders such as insulin resistance and a risk factor for type 2 diabetes mellitus. With the Non- Commercial Campaign to Raise Awareness of Polycystic Ovary Syndrome from an Early Age in Women in Indonesia, it is hoped that it can increase women's awareness of their own bodies which is directly related to Ovarian Polycystic Syndrome. This campaign is also expected to provide effective and interesting information with the theme "awareness".

In the process, there is a Non- Commercial Campaign to Raise Awareness of Polycystic Ovary Syndrome from Early on in Women in Indonesia through SWOT analysis and thorough data analysis so that visual media can be used as an effective communication tool. The visual media used to educate women is video infographics and this poster contains educational information related to Ovarian Polycystic Syndrome. This media is expected to be easy to understand and able to have a positive impact on the target audience, besides that the campaign is also supported by several promotional media and also direct counseling to the target audience through the events held.

In its application, the Non- Commercial Campaign Raises Awareness of Polycystic Ovary Syndrome Early on in Women in Indonesia using Above The Line media, such as billboards, web banners, social media, magazine advertisements and newspaper advertisements with the aim of awakening, educating, and inviting the public to raise women's awareness about Polycystic Ovary Syndrome which is hoped to be able to share knowledge from this campaign with the people around.

In addition, the creation of a Non- Commercial Campaign to Raise Awareness of Polycystic Ovary Syndrome from Early on in Women in Indonesia is also one of the requirements for graduating the Bachelor of Visual Communication Design at Esa Unggul University.

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