NON-COMMERCIAL CAMPAIGN DESIGN TO INCREASE AWARENESS TOWARDS SCHIZOAFFECTIVE DISEASE THROUGH WEB COMICS

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Abstrak

Skizofrenia sering didiskriminasi di masyarakat. Persepsi masyarakat itu akan mempengaruhi sikap penerimaan keluarga penderita skizofrenia. Menggunakan non-medis untuk melindungi skizofrenia sedemikian rupa sehingga akan membatasi penderita skizofrenia untuk menghadapi lingkungan sosial. Terkait hal tersebut, kesadaran skizofrenia hadir untuk membantu meningkatkan kesadaran keluarga dan masyarakat tentang skizofrenia melalui kampanye yang bersifat web comic. Skizofrenia Awareness bisa menjadi program baru di Indonesia untuk memberikan kesadaran dan edukasi kepada keluarga dan masyarakat. Komik ini bertujuan agar masyarakat dan keluarga dapat mengambil tindakan yang tepat dan menciptakan lingkungan yang kondusif untuk mengurangi pertumbuhan penderita skizofrenia.

Kata kunci : Pendidikan, halusinasi, anak-anak, skizofrenia, gangguan jiwa

Abstract

Schizophrenia is often discriminated against in society. Public perceptions that will affect the attitude of family acceptance of people with schizophrenia. Using non-medics to protect schizophrenia is such that will limit schizophrenics to face the social environment. Regarding this, schizophrenia awareness is here to help raise awareness of families and communities about schizophrenia through campaigns that are web comics. Schizophrenia Awareness could be a new program in Indonesia to provide awareness and education to families and communities. This comic aims to make the community and family able to take appropriate action and create a conducive environment to reduce the growth of schizophrenics.

Keywords: Education, hallucinations, children, schizophrenia, mental disorders

Preliminary

Schizophrenia is a mental disorder that occurs in the long term. This disorder causes sufferers to experience hallucinations, delusions or delusions, thinking confusion, and behavior changes. These symptoms are symptoms of psychosis, which is a condition in which the sufferer has difficulty distinguishing reality from his own thoughts. Schizophrenic behavior is caused by chemical changes (neurotransmitters) in the brain that are triggered by various problems such as stress, economic problems, family, and so on. Schizophrenia is also known to be a cause of depression, mood swings, and neuroticism (experiencing anxiety, depression, high anxiety, jealousy, frustration, jealousy, and feeling lonely).

Schizophrenia in Indonesia is a problem that should be addressed, both from a medical and social perspective. From a medical perspective, health services for schizophrenia are still minimal. Plus, in the social realm, sufferers of this disease often get a negative stigma to discrimination. The stigma and discrimination against schizophrenics makes them targets of psychological and physical violence in society. Some data suggest that schizophrenia and affective disorders may be genetically linked. There is an increased risk of developing schizophrenia among families with schizoaffective disorder. Schizoaffective disor-der is a mental disorder characterized by symptoms of affective disorder.

Schizoaffective disorder is a disease with persistent psychotic symptoms, such as hallucinations or delusions, occurring together with mood disorders such as depression, manic, or mixed episodes. Schizoaffective disorder is thought to occur more frequently than bipolar disorder. The diagnosis of schizoaffective disorder is only made when the definitive symptoms of schizophrenia and affective disorder coexist at the same time, or within days after another, in the same episode.

"Schizoaffective disorder or schizoaffective disorder is a mental disorder whose symptoms are a combination of schizophrenia and mood disorders

(such as depression or bipolar disorder)." (Hellosehat.com 2017).

Indonesia, a country with a high belief in mystical things, makes schizophrenics considered cursed or possessed by supernatural beings. Not many of them get medical treatment, even shackled by their own families. Schizophrenia is a serious mental illness. The sufferer is called a person with mental disorders. Sadly, this disease has received less attention in the community. The number of negative stigma makes them alienated. This condition is exacerbated by the lack of medical experts and facilities in Indonesia. In a country with the 3rd largest population in the world, there are less than 800 psychiatrists in Indonesia, with around 400 clinical psychologists.

Therefore, we as Indonesians must be more aware of mental health disorders around us, because they also have the opportunity to recover and live a life like normal people in general, of course with proper treatment and consult a psychologist or psychiatrist as soon as possible. . It is hoped that the comic writers will write will be able to have a positive impact on readers about schizoaffective disorders, so that they can be treated and given the right treatment.

Theoretical Basis

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. The theory that is described and used is not just an opinion or opinion or an essay from someone, but a theory that has indeed been tested for authenticity and truth. The theoretical basis is divided into several parts arranged according to their respective understanding.

Communication is the process of delivering messages by a message sender or what is known as a communicator to the recipient of the message / target which is referred to as a communicant, because basically humans are social beings who need to interact with each other to provide or get information through communication.

Understanding communication in general (Onong Uchjana, 1992: 3) can be seen from two as:

1. Etymological definition of communication
   Communication comes from the Latin communication, and also comes from the word communis which means the same, in the sense of the word with the same meaning. So communication takes place when between the people involved there is a similarity in meaning about something that is communicated.

2. Understanding communication in terminology
   Communication which means conveying a statement by someone to another.

Campaign Theory

If you look at the large Indonesian dictionary, a campaign is a movement (action) that is carried out simultaneously (to fight, to take action, etc.). Imawan in Cangara Hafied's book entitled "Introduction to Communication Studies (2011: 223), defines a campaign as persuasive efforts to invite other people who do not agree or are not sure of the ideas offered, so that they are willing to join and support them.

In conclusion, what is meant by a campaign is a tool to disseminate information and raise awareness, to increase awareness and change the behavior of the community.

The following are the types of campaign media:

1. *Above The Line* (ATL)
   Media Above The Line is a promotional strategy with a wide scale targeting various categories of society. Above The Line is intended to be able to attract customer attention, which is generally done through advertising in the mass media as an intermediary for promotion. The media that companies often use are print media such as newspapers, magazines, then electronic media such as television, radio. Website, as well as billboards, banners, and so on.

2. *Below The Line* (BTL)
   Media Below The Line is a promotional strategy carried out by the company in order to encourage potential consumers to try or experience the services offered. Below The Line is non-advertising marketing activities and is not subject to advertising agency commission. and the costs will be included in the company's operational costs which will later be reduced in order to get the company's net profit or net profit.

3. *Through The Line (TTL)*
   The development of this era that continues to develop has given rise to this internet media which has given rise to a new term called Through The Line (TTL) and provides obscurity to the categories between Above The Line and

Below The Line Advertising Media

The media that companies often use in their Through The Line media strategy is Internet media in the form of social media. That is:

Social Media

Social media is an online media where users can communicate and interact with each other. Social media here is a means for social expansion that is carried out online via the internet network. Social media users or commonly known as users can communicate or interact, send messages, via text messages, images, audio to video, share or share, and also build networks or networking.

Examples of social media that are currently the most commonly used are blogs, wikis and social networks.

Literature Review Data

Formal data obtained or issued by an information source, quoted and included in reports can be in the form of articles, books, websites and others.

Mass Communication.

The definition of mass communication in general is the process by which an organization creates and disseminates a message to a wide audience (public). However, the notion of mass communication is not as simple as the definition above, because in mass communication it includes several things such as message content (processing, sending, receiving), technology, groups, kinds of contexts, forms of audiences, and effects (influencing).

Psychology Of Color

Color can be defined as the nature of the light emitted, or subjectively / psychologically from the sense of sight experience. Color becomes very important in everyday life, because color evokes spontaneous feelings to the viewer. The human mind is programmed unconsciously by color, for example, people avoid certain colors in colored foods such as poison or stale food, if they see a green light on, motorists will run their vehicles, or other things in everyday life that have been unconsciously affected by colors. Color also unconsciously affects human emotions, such as anger, sadness, daydreaming, increasing appetite, or giving morale to work.

Carl Gustav Jung, a renowned Swiss psychologist, has made color an important tool in his psychotherapy. He believes that every color has meaning, potential and power to influence. It even produces certain effects on productivity, emotions, and changes in one's mood (mood). He also proved the Effect of Color on Human Psychology.

Semiotics

Etymologically, the terms semiotic and semiotics come from the Greek semeion which means sign. The sign itself is defined as something which on the basis of previously developed social conventions can be considered to represent something else. According to Kurniawan, in the book Semiology Roland Barthes, semiotics is a scientific study or analysis method to examine signs in a scenario context, images, texts, and scenes in a film become something that can be interpreted. Meanwhile, the word "semiotics" itself comes from Greek, semeion which means "sign" or "seme", which means "sign interpreter". Semiotics has its roots in classical and scholastic studies of the arts of logic, rhetoric and ethics.

In the definition of Saussure (Sobur: 2003), semiology is "a study that examines the life of signs in society" and thus becomes part of the discipline of social psychology. Its purpose is to show how signs are formed and the rules that govern them. Meanwhile, the term semiotics, which was coined in the late 19th century by the American pragmatic philosopher Charles Sander Peirce, refers to the "formal doctrine of signs". The basis of semiotics is the concept of signs: not only language and communication systems are composed of signs, but the world itself - as far as the human mind is concerned - consists entirely of signs, because otherwise humans would not be able to. connect with reality.

Design Elements

In designing the promotional media for this campaign, of course it cannot be separated from the elements contained in the design, namely:
1. Lines
2. Field
3. Shape
4. Space
5. Dark light
6. Texture

Design Principles

Design principles are guidelines that can assist you in making a design so that it is easy and can produce a good design. In graphic design, you must pay attention to various principles in order to achieve a good final result.
1. Rhythm
2. Balance

3. Emphasis
4. Unity

Media Concepts

The concept of media in designing a noncommercial campaign "Raising Awareness Against Schizoaffective Disorders Through Web Comics" is a basic mindset that is used as a reference in the continuity of making various media for the success of the campaign.

Media Purpose

The purpose of the design of this Campaign is to provide understanding to the Indonesian people to be more aware of mental health disorders that exist around us, because they also have the opportunity to recover and live life like normal people in general, of course with proper and prompt handling. consult a psychologist or psychiatrist. The author pack-ages it in an interesting, informative, commu-nicative manner and simplifies the material without reducing the core of the message, aiming to make it lighter and easier to understand by the public.

Media Srategy

In a commercial or non-commercial / social campaign design, it also has a strategy on the media that will be published so that it can succeed in non-commercial campaigns and the message to be conveyed is right towards the target audience. The media strategy made by the author is:

The non-commercial campaign "Raising Awareness of Schizoaffective Disorders through Web Comics".

Media Selection

One of the important things in planning is the selection of the media. In selecting media for campaigns, there are several things that need to be considered, including:

Target

In designing a Visual Communication Design Work, the writer must first determine the target target. Here, the writer has determined the target audience for designing a non-commercial campaign "Raising Awareness of Schizoaffective Disorders through Web Comics". Here's a further explanation:

1. Demographics

The segmentation of the non-commercial campaign target audience that the author designed includes age, gender, education, economic level, occupation, and religion.

The target demographic segmentation of this non-commercial campaign is more focused on adolescents to adults whose target market ranges from 15 - 40 years of age with educational backgrounds starting from high school (SMA), universities to established ones. The reason the author focuses more on this schizoaffective campaign on adolescence to adulthood is in order to provide early education to the target audience to be more aware of the mental health around them.

2. Geography

Geographical segmentation is the location where this social campaign will be published and the location where the target audience is, the location for publishing or

launching this non-commercial campaign on Lagoon Avenue Bekasi City, government agencies such as sub-districts, sub-districts and city halls and schools or universities / colleges of course with the target audience in the Bekasi City area.

3. Psychography

Psychographic segmentation inclu-des a lifestyle that includes aspects of personality, interests, attitudes, motives, beliefs and social class. The social class of the target audience for this campaign is from all walks of life and all levels of society, this determination is adjusted based on the lifestyle and psychographics of the target audience who often / actively use smartphone gadgets in their lives.

4. Behaviour

Behavioral segmentation affects the effect that messages have received from the target audience. At the same time it is hoped that adolescents and adults as the targets of this campaign can match and be in line with the target of behavioral segmentation, where in this non-commercial campaign requires enthusiasm and attitude to make changes, and understands what is justified in using social media so that from It is hoped that this will support the success of this non-commercial campaign.

Creative Concepts

In the process of brainstorming creative concepts in the design of this non-commercial campaign, the authors process data and facts obtained from interviews at the Al-Fajar Berseri Foundation and some survey data from the talkshow held by Kata Djiwa, Kata Djiwa is a "hub" to

exchange stories & share perspectives. Safe & comfortable place to receive, hear and understand each other. Then the writer poured it into the creative concept of designing this noncommercial campaign. From these results, the authors divide them into several strategies so that the goals and messages of this campaign can be easily accepted by the target audience. These strategies include creative strategies and communication strategies, and media strategies. Creative strategy, namely creative thinking combined to visualize the message of this campaign in the form of a thought-out and conceptual design that the authors hope can facilitate the delivery of messages and information from this campaign so that it can be easily accepted by the target audience. The next stage is the communication strategy which plays a role in determining how to convey messages based on the situation and condition of the community and then what messages will be conveyed to the target audience. And the media strategy, is to determine what media are appropriate and in accordance with the concept so that the message the campaign wants to convey can reach the target audience.

Keywords

Mental Health "Mental Health" is influenced by events in life that leave a large impact on a person's personality and behavior. These events can include domestic violence, child abuse, or long-term stress.

If mental health is impaired, mental illness or mental illness may result. Mental distress can change how a person handles stress, relate to others, make choices, and trigger a desire to self-harm. Common types of mental disorders include depression, bipolar disorder, anxiety, post-traumatic stress disorder (PTSD), obsessive compulsive disorder (OCD), and psychosis. Some mental illnesses only occur in certain types of people, such as postpartum depression that only attacks mothers after giving birth, quoted from the website Halodoc.com (2018).

Creative Strategy

The application of creative concepts must also be accompanied by a creative strategy, by exploring everything behind the facts and arranging them towards creative ideas that can create attention and attractiveness from this campaign so that the message to be conveyed can be precise and effective on the target audience.

Color

Color is one of the most important elements in a design work. By using the right color and in accordance with the concept, it is possible to convey the message to be about, influence and evoke the psychological emotions of the target audience, including the general audience who sees visual messages in a design work. In designing this Mental Health campaign, the colors used include the main colors and the supporting colors for the published media. These colors are described in the following color schemes:
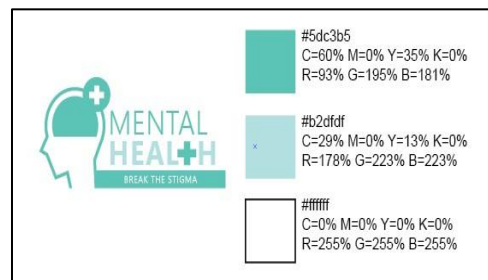

Image 1 Color schemes on the Logo

Typography

Typography is one of the elements of the Design Style and becomes an affirmation of the call of copywriting and conveys the message of a visual work verbally, therefore the determination of the appropriate font selection is important so that typography and illustrations have a unity in visualizing the message to be conveyed through the campaign. this. The following are the types of letters the writer has chosen to apply to the work to visualize messages that will be conveyed through the non-commercial media campaign "Raising Awareness Against Schizoaffective Disorders Through Web Comics":

1. Uni Sans

The Uni Sans font family includes 14 weights - 7 upright by 7 italics. Like other san serif fonts, the Uni Sans type family is characterized by excellent readability in both areas - web & print design, excellent geometric design, optimized kerning, excellent web-font performance and legibility. Inspired by classic quirky strong typography like the DIN and Dax fonts, Uni Sans has their own unique style in smoothed perfectly geometric shapes. The Uni Sans font family is best suited for headlines of all sizes, as well as for blocks of text that have maximum and minimum variation.

Image 2 example the Uni Sans Font

2. Coves

Coves is a free font featured by regular curves, ideal for titles and logo designs. It includes two weights, light and thick. Designed and released by Jack Harvatt. Jack Harvatt is a graphic designer from Bristol, UK. Her work includes animation, illustration, and type design. Jack released his first Moon font in February 2015, and since then it has been downloaded more than 1 million times.

Image 3 example of Font Coves

Image

Images serve as an attraction in a design work, visualize the message to be conveyed, describe the message, strengthen the message, emphasize the message, and increase the persuasion of the audience. In relation to the image in this campaign is an illustration on the media poster, the illustration on this poster is a picture of a woman emitting smoke, this character is made to visualize and strengthen the message to be conveyed to the target audience. This illustration is also used in all media that will be published by this campaign. The following are the illustrations used in the media published by this campaign.
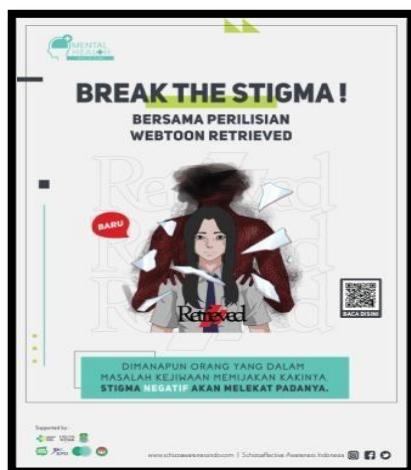

Image 4 Main poster image

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 distinguish a product or service from a service product from competitors so that the general public will easily identify a product only by seeing a part of its visual appearance. The visual identities contained in the NonCommercial Mental Health Campaign include:

Image 5 Campaign Logo

Image 6 Campaign Mascot

Design Style

In designing the non-commercial campaign "Raising Awareness of Schizoaffective Disorders through Web Comics", the author uses the Early Modern Style design.

The reason the author uses several elements of the Early Modern Style design style is because it prioritizes simplicity, cleanliness, with the main focus is to use a sans serif font and symmetrical balance which is an added value to attract the attention of the target audience and emphasize the image used in published media. by this campaign.

Image 7 Design Style Early Modern Style

Illustration

Illustrations are images that explain or visualize descriptions, whether in the form of

history, news, essays or scripts. Another concept of illustration is the image used to describe the letter

Image 8 Illustration

Layout

The placement of illustrations and good writings regarding the nature, size, shape and distance are determined by the layout. In general, this campaign design uses an asymmetrical balance with a grid pattern system of 2 main columns divided on the right and left. The use of symmetrical balance to give a dynamic impression, and emphasis / point of interest so that it can arouse the desire of the public who see the media published by this campaign. The following is a layout of the media posters and brochures of the noncommercial campaign "Raising Awareness of Schizoaffective Disorders through Web Comics".
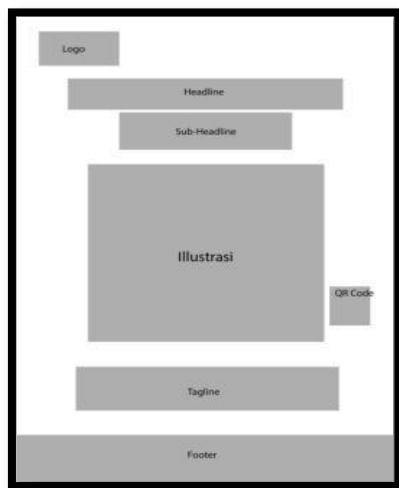

Image 9 Main poster layout

Main Media

The main media, namely Audio-visual Media, was used to expand and provide many variations in disseminating this non-commercial campaign to the public. It is hoped that together with the main media will be able to provide maximum information about the content of this non-commercial campaign, and the authors hope that this media guide can facilitate communication between this campaign and the target audience.

Digital Comics

Comics are a medium for expressing ideas or feelings in the form of pictures and writing, comics are usually in the form of a picture of a person's story combined with speech balloons, information, narration, sound effects and others in the form of juxtaposed panels. The comics themselves have many types or genres, from funny, romantic, action, adventure, fiction and many other comic genres, comics in modern times have developed, which used to be comics printed on paper, now digital comics, which are comics that don't need to be printed on paper. paper.
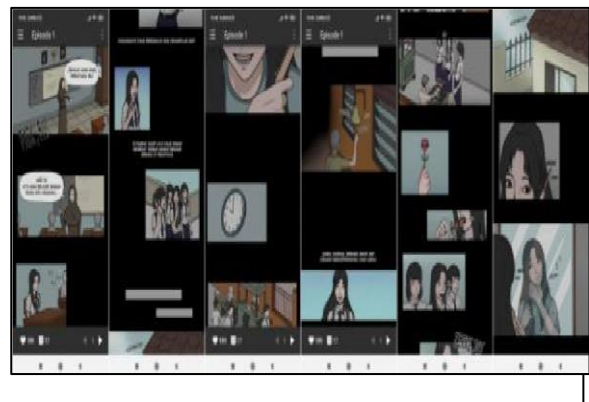

Image 10 Slides on Digital Comics

Logo

In designing the non-commercial campaign "Raising Awareness of Schizoaffective Disorders through Web Comics", there are 2 types of logos, namely, logogram and logotype. Logograms are visualized in the form of symbols, symbols, or shapes that represent the image, identity, purpose or meaning of the logotype, visualized with writing or letters that represent the company name, movement or logogram.

Image 11 Campaign Logo

Promotion Media

The process of designing supporting media for the promotion of the Visual Otomography Visual Mujirun Budiharjo book was carried out by applying the concepts and visual elements discussed in the previous chapter. The following is an explanation of the layout design and visual concepts that have been applied to promotional media.

Poster

Posters are announcement sheets to convey information posted in public places. Posters are the media that has been chosen for a campaign or promotion.

Image 12 Main Poster

Brochure

The brochure in designing this campaign is used as a further elaboration of the poster. The contents of this campaign brochure are basic information about the event.

Image 13 Campaign Brochure

Flyer

The function of the flyer in this design is the mobility of the main poster, because of the similarity of the content and the visual message it carries, but in this flyer the writer only provides information briefly and clearly, intended to maintain the readability aspect of the flyer's body copy.

Image 14 Campaign Flyer

Banner

In designing the non-commercial campaign "Mental Health", the author uses the banner as a promotional media with a wide reach that can reach various kinds of the general public as well as people in accordance with the target segmentation of this campaign.

Image 15 Banner Campaign

Billboard

The author uses billboards as a campaign promotion media with a wider reach, because of the level of visibility and size that is better than banners. Billboards and banners are included in the Above The Line marketing strategy because they can reach a wide variety of the general public as well as people in accordance with the target segmentation of this campaign.

Image 16 Campaign Billboard

Merchandise

Merchandise is a souvenir that is usually given when attending an event or simply as a complement which is given free of charge or even sold in the "Mental Health" Non Commercial Campaign. There are several merchandise which include:

1. Calendar

   In designing this campaign, the calendar is only made 13 sheets, but has unique vector shapes such as the shape on the logo.

Image 17 Campaign Calendar

2. Totebag

   In designing this campaign the totebag is made to remind the message of the campaign because of its versatile nature and can be used repeatedly for quite a long time. In addition, totebag is made to make it easier for the target audience to bring some of the merchandise they get for free.

Image 18 Campaign Totebag

3. T-shirts

   The purpose of making T-shirts is the same as totebag, namely as a reminder of the message from the campaign because of the nature that can be used repeatedly for quite a long time.

Image 19 Campaign T-shirt

4. Pin

   In designing the non-commercial campaign "Mental Health", the writer made a pin as an accessory that serves as a reminder of the message from the campaign because it is very close to everyday life so that it can be easily carried anywhere.

Image 20 Campaign Pins

5. Key Chain

   Just like other merchandise, such as pins, pens, and key chain stickers are used as reminders about the message of this campaign.
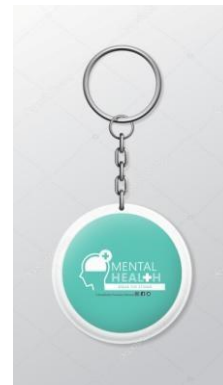

Image 21 Campaign Key Chain

6. Mug

   Just like other merchandise, such as pins, pens, and key chain stickers are used as reminders about the message of this campaign.

Gambar 22 Campaign Mug

Conclusion

This Digital Comic can be a solution to convey informative messages from this campaign so that it can increase under-standing, awareness, concern and commu-nity skills regarding schizoaffective sufferers. Through this

digital comic, the writer feels that it can be faster to convey messages without being limited by age barriers. People tend to enjoy something more visually than through writing and this is increasingly supported by current technological advances. In other words, the aim of this digital comic media is to educate the public visually, which is aimed at targeting various types of target audience segmentations. Because on the one hand, digital comic media is only a secondary need, so people sometimes don't care and pay attention to it. Therefore, the message to be conveyed by this campaign must be packaged in an attractive, informative, communicative manner and simplify the material without compromising the core message. And one of the highlights, according to the author, is through digital comics that are easily accessible anywhere and anytime via a smartphone.

Suggestion

With this comic, it is hoped that it can provide positive education to the audience regarding awareness of mental health disorders, as well as build community empathy for people with schizoaffective disorders in the hope that it can provide insight and open people's views on schizoaffective disease, and can accept and support them in the recovery process.

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