

FINAL PROJECT

SOCIAL CAMPAIGN ON THE THREAT OF ANTIBIOTIC RESISTANCE AT PUSKESMAS WONOKROMO

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



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**VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026**

APPROVAL PAGE

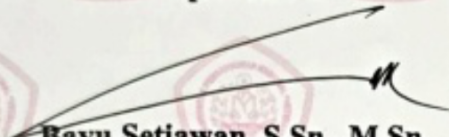
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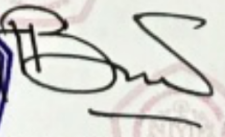
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Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

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Surabaya, April 23, 2026

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ABSTRACT

Antibiotic resistance has become a serious global health threat, including within the *Wonokromo* Public Health Center (Puskesmas) environment. Low public health literacy regarding antibiotic functions triggers non-prescription self-medication behavior (62.7%) and non-compliance in completing treatment doses (44.6%). Through qualitative methods (interviews and observations) and quantitative methods (questionnaires), a cognitive gap was found among productive-age audiences visiting the public health center who tend to self-diagnose. Furthermore, the unavailability of strategic visual education media at Puskesmas *Wonokromo* hinders the effective delivery of health messages. This “*Bijak Berantibiotik*” social campaign design utilizes the concept of “*Edukasi Visual Penawar Tangguh*” (Tough Healing Visual Education) with a flat design illustration style and the tagline “*Sembuh Sempurna Tanpa Resistensi*”. The designed media places a motion graphic as the primary media played in the waiting room, supported by secondary media including Instagram content, Anti-Kit (medicine box), posters, brochures, and instructional stickers placed at strategic patient flow touchpoints. The result of this design is expected to transform medical information into an empathetic visual narrative to change public behavior and serve as a supporting instrument for health workers in providing education.

Keywords: Antibiotic Resistance, Social Campaign, Puskesmas *Wonokromo*, Visual Education, Productive Age.

FOREWORD

Praise to Allah SWT. for all His blessings and guidance, which have enabled the successful completion of this Final Project report with the title “Social Campaign on The Threat of Antibiotic Resistance at Puskesmas Wonokromo” with optimal results. This report was prepared as one of the requirements for completing the study in the Visual Communication Design Study Program of the Universitas Pembangunan Nasional “Veteran” Jawa Timur.

Throughout the design and development of this Final Project, the author received invaluable assistance, guidance, and support from various parties. Therefore, the author wishes to extend the deepest appreciation, particularly to:

1. Allah SWT. for all the blessings and guidance given.
2. Mama, Papa, my little sister Fika, my little brother Renzo, Eyang, and all of the author's close family who have constantly provided endless encouragement and prayers to ensure the completion of this Final Project to the highest standard.
3. Mr. Bayu Setiawan, S.Sn., M.Sn. and Mrs. Aninditya Daniar, S.Sn., M.Sn., as the supervising lecturers for their continuous guidance, insightful suggestions, and constructive feedback throughout the realization of this project.
4. Mrs. Sri Wulandari, S.Sn., M.A. and Mrs. Aileena Solicitor C.R.E.C., S.T., M.Ds. as the examining lecturers for their feedback and guidance.
5. All lecturers of the Visual Communication Design Study Program at Universitas Pembangunan Nasional “Veteran” Jawa Timur who have provided guidance and knowledge during the lecture period.
6. Wonokromo Public Health Center (Puskesmas Wonokromo) as the primary stakeholder, along with all staff members and medical professionals who granted permission and provided the necessary data essential for compiling this report.
7. Ilham Permadi, as a support system, who consistently offered moral support, constructive criticism, and valuable advice throughout the entire process.
8. Visual Communication Design peers from the Class of 2022, particularly author’s close friends, Hanung, Mia, Febri, Radya, Syahid, Hafidh, and Faliq, who have accompanied and supported the author since the very beginning of author’s academic journey.
9. Ismawati, Adibah, Siska, Tirta, and Marta, author’s lifelong friends since school, who have always been there to share stories and provide unwavering support in every situation.

10. To all other parties who cannot be mentioned individually, the author expresses sincere gratitude for their prayers and support during the execution and writing of this Final Project report.

The author realizes that this design still has flaws. Therefore, constructive criticism and suggestions are highly expected for the improvement of this work and report in the future. Hopefully this report can provide benefits and make learning for the author herself and the readers of this design.

Surabaya, May 16, 2026

Author,

Renata Aulia Kuncoro

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