

FINAL PROJECT

**SOCIAL CAMPAIGN "FLOW" AS AN EFFORT TO RAISE AWARENESS OF
POST-TRAUMATIC STRESS DISORDER IN GEN Z**

**To meet some of the requirements in obtaining a Bachelor's
Degree (S-1)**



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

NATIONAL DEVELOPMENT UNIVERSITY "VETERAN" EAST JAVA

2025/2026

VERIFICATION PAGE

**SOCIAL CAMPAIGN "FLOW" AS AN EFFORT TO RAISE AWARENESS OF
POST-TRAUMATIC STRESS DISORDER IN GEN Z**

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On November 12, 2025:

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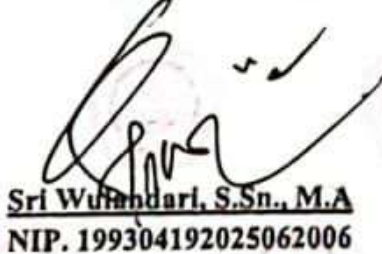
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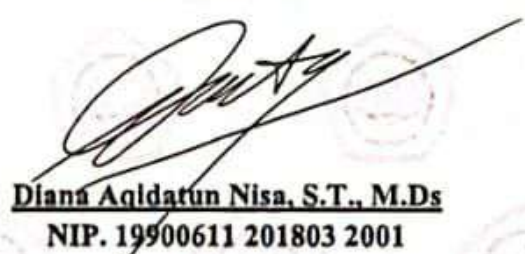
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PLAGIARISM-FREE STATEMENT LETTER

I am the undersigned:

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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement actually without any coercion from anyone and to be used as it should.

Surabaya, 26 November 2025

Who Makes the Statement

A yellow rectangular stamp with a red border. On the left, it says 'KEMENTERIAN RI KULTUR' vertically. In the center, there is a red Garuda emblem. To the right of the emblem, it says 'METRA TEMPEL'. At the bottom, there is a red serial number 'BB497ANX188984145'. A large, dark, handwritten signature is written across the stamp.

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ABSTRACT

The increasing prevalence of mental health disorders among Generation Z underscores the need for visual communication strategies that can effectively enhance literacy on Post-Traumatic Stress Disorder (PTSD). In Surabaya, PTSD affects 29.1% of adolescents, while results from a questionnaire of 108 respondents indicate that 37.21% lack basic knowledge on how to respond to PTSD survivors and only 2.6% have accessed professional services. These findings reflect persistent stigma, limited understanding, and the absence of youth-friendly educational materials. This study develops the “FLOW (Find Light Over Wounds)” social campaign as a visual communication intervention aimed at improving early PTSD awareness through empathetic and inclusive educational approaches. A qualitative descriptive–exploratory method was applied through interviews with psychologists, psychiatrists, and survivors; quantitative surveys; and an existing campaign review with RS Menur Surabaya. Data were analyzed using triangulation, consumer journey mapping, audience segmentation, and USP formulation to design a communication strategy grounded in empirical needs.

Visually, the campaign adopts playful vector art, characterized by soft bright colors, clean lines, organic shapes, and expressive characters. This style aligns with Gen Z’s aesthetic preferences and creates a safe aesthetic environment for discussing sensitive topics such as trauma. Instagram serves as the primary medium due to its dominance among Gen Z users, supported by an educational pocket book and additional visual assets to reinforce information retention. The implementation shows that friendly aesthetics, empathetic messaging, and culturally relevant digital media enhance audience engagement and message receptivity. The “FLOW” campaign not only provides accessible education but also offers a psychological safe space for adolescents to recognize trauma, reduce stigma, and seek professional support. The findings affirm the strategic contribution of visual communication design in advancing mental health literacy among youth.

Keywords: *social campaign, PTSD, Generation Z, visual communication design, mental health literacy.*

ABSTRACT (INDONESIA)

Meningkatnya prevalensi gangguan kesehatan mental pada Generasi Z menegaskan perlunya strategi komunikasi visual yang mampu meningkatkan literasi terkait Post-Traumatic Stress Disorder (PTSD). Di Surabaya, angka prevalensi PTSD pada pelajar mencapai 29,1%, sementara hasil kuesioner terhadap 108 responden menunjukkan bahwa 37,21% tidak mengetahui bagaimana merespons penyintas PTSD dan hanya 2,6% yang pernah mengakses layanan profesional. Kondisi ini mengindikasikan adanya kesenjangan literasi, stigma, serta minimnya materi edukatif yang relevan dan mudah dicerna oleh remaja. Penelitian ini merancang kampanye sosial “FLOW (Find Light Over Wounds)” sebagai intervensi komunikasi visual yang bertujuan meningkatkan kesadaran dini PTSD melalui pendekatan edukatif yang empatik dan inklusif. Metode yang digunakan adalah kualitatif deskriptif–eksploratif melalui wawancara dengan psikolog, psikiater, dan penyintas, survei kuantitatif, serta studi eksisting bersama RS Menur Surabaya. Data dianalisis melalui triangulasi, consumer journey, segmentasi audiens, dan formulasi USP untuk merumuskan strategi komunikasi yang sesuai kebutuhan audiens.

Secara visual, kampanye “FLOW” mengadopsi gaya playful vector art yang bersifat ringan, non-intimidatif, dan sejalan dengan preferensi estetika Gen Z. Penggunaan bentuk organik, warna cerah lembut, serta karakter ekspresif dimaksudkan untuk menciptakan lingkungan visual yang aman (safe aesthetic environment) sehingga topik sensitif seperti trauma dapat diterima lebih mudah. Instagram dipilih sebagai media utama karena merupakan platform yang paling banyak digunakan Gen Z, sementara buku saku edukatif dan media pendukung lainnya dirancang untuk memperkuat proses internalisasi materi. Hasil implementasi menunjukkan bahwa kombinasi visual yang ramah, pesan kampanye yang empatik, dan pemilihan media yang relevan meningkatkan keterlibatan audiens dan penerimaan informasi. Kampanye “FLOW” tidak hanya menyampaikan edukasi, tetapi juga menyediakan ruang aman bagi remaja untuk mengenali trauma, mengurangi stigma, dan membangun keberanian untuk mencari bantuan profesional. Penelitian ini menegaskan bahwa desain komunikasi visual memiliki peran strategis dalam meningkatkan literasi kesehatan mental di kalangan remaja.

Kata Kunci: *kampanye sosial, PTSD, Generasi Z, desain komunikasi visual, literasi kesehatan mental.*

FOREWORD

I praise and gratitude to the presence of Allah SWT for His grace, health, and opportunity so that I can complete the final project entitled "Designing the FLOW Social Campaign as an Effort to Increase Early Awareness of Post-Traumatic Stress Disorder in Generation Z" This report was compiled as one of the academic requirements in the Visual Communication Design Study Program. The journey in compiling this final project is a process full of learning, challenges, and reflection. I gained a lot of new experiences on mental health issues as well as a deeper understanding of the role of visual communication design in bringing about social change. With sincerity, I would like to express my gratitude to those who have provided guidance, support, and meaningful contributions during this process. In particular, I would like to thank the:

1. I would like to express my deepest gratitude to my mother, sister, and brother who always provide prayers, affection, and support without end. Their presence, both in prayer and daily support, is very meaningful and is one of the main reasons I was able to finish this work well.
2. To my late father who gave his best during his life so that it became my motivation to complete the preparation of this final project. I present this final assignment as a small expression of my respect and love, as well as the hope that my father is proud of every step I take.
3. To the family, relatives, friends and comrades who have always provided moral support, help, enthusiasm, and warmth during the process of preparing this final project. Their presence, both in the form of care and genuine encouragement, has been a source of strength that helps me through each stage with confidence.
4. To the Supervisors, who patiently understood my every difficulty, as well as how to give direction that was both soothing and constructive, meant a lot to my journey. Their guidance and kindness became a valuable experience that not only helped complete this research, but also shaped the way I learned and grown.
5. To the Examiners, for their criticism, constructive suggestions, and academic views that greatly enriched the process of improving this report. Every evaluation and input which was given as an encouragement for me to think more critically.

6. All lecturers of the UPN Veteran East Java Visual Communication Design Study Program for their knowledge, guidance, and support that has shaped their academic and professional abilities so far.
7. To the stakeholders from Menur Hospital and the resource persons, namely psychologists, psychiatrists, PTSD survivors and questionnaire respondents, who have provided valuable time and perspective, so that this research can have a stronger humanistic dimension and can be resolved properly.
8. To Riza Tri Kusuma Putra, I would like to express my deepest gratitude for providing unwavering support during the process of preparing this final project. Even though separated by distance, his presence in the form of attention, enthusiasm, and real help every time I took the time to come gave me strength. Her patience, understanding, and presence always assured me that I could grow, survive, and trust that every process would pass well. Her support is not only encouraging, but also makes this journey feel lighter and more meaningful.
9. To the parties who have not been mentioned but participated in helping in the completion of this final project, I am very grateful and hope that all your affairs will be eased and the reward of your practice will be multiplied.

I realize that this final project report still has limitations. Therefore, constructive criticism and suggestions are highly anticipated for future research development. I hope that this work can make a real contribution to the development of social campaigns and the improvement of mental health literacy in Indonesia.

Surabaya, 22 November 2025



Rahma Elmira Fairuza

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