

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Mental health issues are often a concern, especially among Generation Z or Zoomers. Generation Z is a generation born in the range of 1997-2012. Along with the development of digital platforms that are increasingly advanced, this mental health issue has become a widely discussed issue, especially after the post-Covid-19 pandemic 1 year ago. According to data from (Poll, 2023) which is an online survey institution. It is stated that Generation Z is the generation that is most affected by mental disorders with a percentage of 59.1%, This indicates that Generation Z certainly needs special attention compared to other generations. Taken from a journal citation (Bakar, R. M., & Usmar, A. P. M, 2022) Handayani argues that Generation Z is vulnerable to mental health problems, with a tendency to want to be instant in solving problems (Handayani, 2019). This is influenced by the dependence on technology and the high intensity of internet and social media use, thus ignoring the surrounding environment. Although productive, gadget addiction makes them more susceptible to mental disorders (Surat et al., 2021). Often in fact, even though these people know and pay enough attention to mental health problems, they still don't know how to deal with them when experiencing them firsthand. According to a questionnaire that has been distributed, 37.21% of Generation Z respondents answered that they do not know how to deal with and overcome PTSD. *Post-Traumatic Stress Disorder* or PTSD is a mental disorder that occurs in a person because they experience shocking, frightening, and dangerous events and then cause trauma such as war, accidents, natural disasters, and sexual abuse (Alodokter, 2022).



Figure 1.1 Mental Health Disorders Infographic Graph By Generation, 2023  
(Source: Jakpat.net)

Data from the Ministry of Women's Empowerment and Child Protection (KemenPPPA, 2024) shows an increase in cases of violence against women aged 13–17 years old by 33.1%, with most incidents occurring in the home. Violence, especially sexual violence, can cause psychological trauma stored in memories and at any time trigger stress, anxiety, and fear that are symptoms of Post-Traumatic Stress Disorder (PTSD) (Theresia, 2023). Research in Surabaya found that the prevalence of PTSD was 29.1% with the majority of survivors being students aged 17–19 years old (Rustam Azhri & Nurlela Lela, 2021), while lifelong anxiety disorders were proven to be 60% higher in women than men (Donner & Lowry, 2013). PTSD itself can appear immediately or after weeks to years, and has the potential to significantly reduce the quality of life of sufferers (National Health Service, 2015; Mawarizka & Fasikhah, 2023).

Despite the high incidence rate, the utilization of adolescent counseling services is still low. It was stated in the Indonesia-National Adolescent Mental Health Survey (I-NAMHS, 2023) that only 2.6% of adolescents with mental health problems used counseling services in the last 12 months. As many as 43.8% of primary caregivers stated that they were reluctant to seek professional help because they felt they could cope on their own or only rely on family and friends. The results of the questionnaire on Generation Z also revealed that 37.21% of respondents did not know how to deal with or help people with PTSD. This fact affirming

that both caregivers and adolescents still lack the knowledge and courage to seek professional help when facing symptoms of trauma.

Various studies support these findings while also showing a gap. Research on adolescent mental health literacy has been widely conducted, but has not highlighted PTSD literacy specifically (Riski & Kurniawan, 2022). The study of PTSD symptoms in disaster survivors (Rahmawati et al., 2021) and the adolescent counseling study (Pasha et al., 2023) focused on mapping symptoms and rehabilitation stages, rather than on preventive education through visual communication design-based campaigns. Protective factors such as resilience have been shown to be influential (Yulianti et al., 2022), but their association with PTSD literacy and stigma has not been studied in depth. Research on mental health stigma (Andari et al., 2020) is also still general and has not revealed the specific stigma attached to PTSD as the main obstacle to seeking help.

Seeing the high cases of violence, low literacy, and strong stigma, interventions are needed that can increase understanding while mobilizing adolescents to seek professional help. This research designed a social campaign in collaboration with Menur Surabaya Hospital through social media such as Instagram and direct counseling to schools, accompanied by educational pocket book support. The "Menur Bermuda naar Sekolah" campaign is directed to create a community-based safe space such as through *Instagram community* which then allows teenagers and families to share their experiences anonymously and get friendly support. Acknowledging and understanding the psychological impact of trauma is an important step for recovery (Sari Wardanhi et al., 2023).

Through a visual communication design approach, this campaign aims to close the research gap on PTSD literacy, stigma, and help-seeking behaviors among Indonesia's Gen Z. The visual identity of Menur Hospital is also raised to foster a positive image as a mental health institution that is open, empathetic, and ready to become a safe space for the trauma healing process. That way, the campaign is expected to increase knowledge, reduce stigma, and encourage adolescent survivors and their companions to dare to seek professional help.

## 1.2 Problem Identification

- Based on research by Rustam Azhri & Nurlela Lela (2021), 29.1% of respondents experienced PTSD. Of this group, the majority are female students aged 17–19 years who live in the city of Surabaya.
- According to data from the Indonesia-National Adolescent Mental Health Survey (I-NAMHS), only 2.6% of adolescent respondents with mental health problems use counseling services and 43.8% of other adolescent respondents prefer to deal with their problems on their own or with the help of family and friends.
- According to data from the questionnaire that has been distributed, there are 37.21% of 108 respondents who lack knowledge about dealing with and overcoming PTSD.
- According to the Mental Disorders Survey conducted by the Poll in 2023, Generation Z (born 1997–2012) is the group with the highest percentage of mental disorders, which is 59.1% of respondents. This high risk is suspected to be related to the high intensity of social media use.

## 1.3 Problem Formulation

Based on the description of the problem identification above, the problem can be formulated as follows:

- How to design a social campaign about PTSD as an effort to raise awareness of PTSD in Gen Z?

## 1.4 Problem Limitations

The limitation of this design problem will focus on the aspect of creating social campaigns digitally through social media Instagram and focused on *suspects*, sufferers, survivors, and guardians of PTSD in the city of Surabaya with a focus on the age range of Generation Z which includes individuals between 12 and 23 years old. However, to clarify the messaging strategy, the target *audience* is divided into two main categories, namely:

### Primary Target *Audience*

The age group of 12–16 years old, especially junior high school students, will be the main focus of this campaign. This age range was chosen because it is in a crucial phase of psychosocial development, where adolescents begin to experience emotional transitions, the formation of self-identity, and increased sensitivity to traumatic experiences. The campaign aims to encourage early detection and emotional awareness, through visual and linguistic approaches appropriate to the characteristics of this age.

### Target Secondary Audience

The age group of 19–23 years, which is young adulthood who generally has more mature cognitive and emotional capacity. They tend to be more open in discussing mental health issues and have the potential to become agents of social change in the surrounding environment, including in providing support, disseminating information, and building a positive narrative about recovery from trauma so that they are suitable as agents of change or *influencers*.

These limits are set so that campaign design can be more targeted and relevant, both in terms of educational content, visual approaches, and the media used. In addition, this audience segmentation also allows the development of adaptive communication strategies based on the psychosocial needs of each age group within the framework of PTSD early awareness campaigns.

## 1.5 Purpose of Design

The objectives of designing this social campaign include:

- Providing information to the public related to PTSD as a means of education and understanding as an early awareness of PTSD problems.
- Introducing through a campaign about the content and procedures of mental health services so that the public, especially Generation Z, no longer hesitate to check themselves.

- Guiding Generation Z to *be aware* of the symptoms of mental disorders, especially PTSD so that they can be immediately handled by professional officers before other complications occur.
- Educate about screen time restrictions and wisely choose content in using gadgets to reduce the risk of mental disorders in Gen Z.

## **1.6 Benefit**

### **1.6.1 For the Author**

The benefits obtained from this design are by discussing PTSD in the form of a campaign using the science and theory that has been studied in the Visual Communication Design lecture, becoming a means of direct practice according to the field, spiritual journey, and maturation for the author to understand how complex a person's mental state is due to environmental influences. This makes awareness to be more careful in behaving towards others and reconciling with inner wounds that someone may have done either intentionally or unintentionally.

### **1.6.2 For the Audience**

Given how important mental health awareness is certainly the main goal of this design. It is hoped that Generation Z can pay attention to the early symptoms of PTSD so that it can be treated as early as possible before other complications of the disorder occur. With all these educational efforts, it is also so that sufferers can be well accepted in the community and can reconcile with their trauma.

### **1.6.3 For the Institution**

This design is expected to be able to produce works that educate and provide useful solutions, especially in topics that focus on campaigns and mental health. Not only that, this work is also expected to function as a reference and become a useful source of knowledge for students, lecturers, and other readers.

## 1.7 Planning Framework

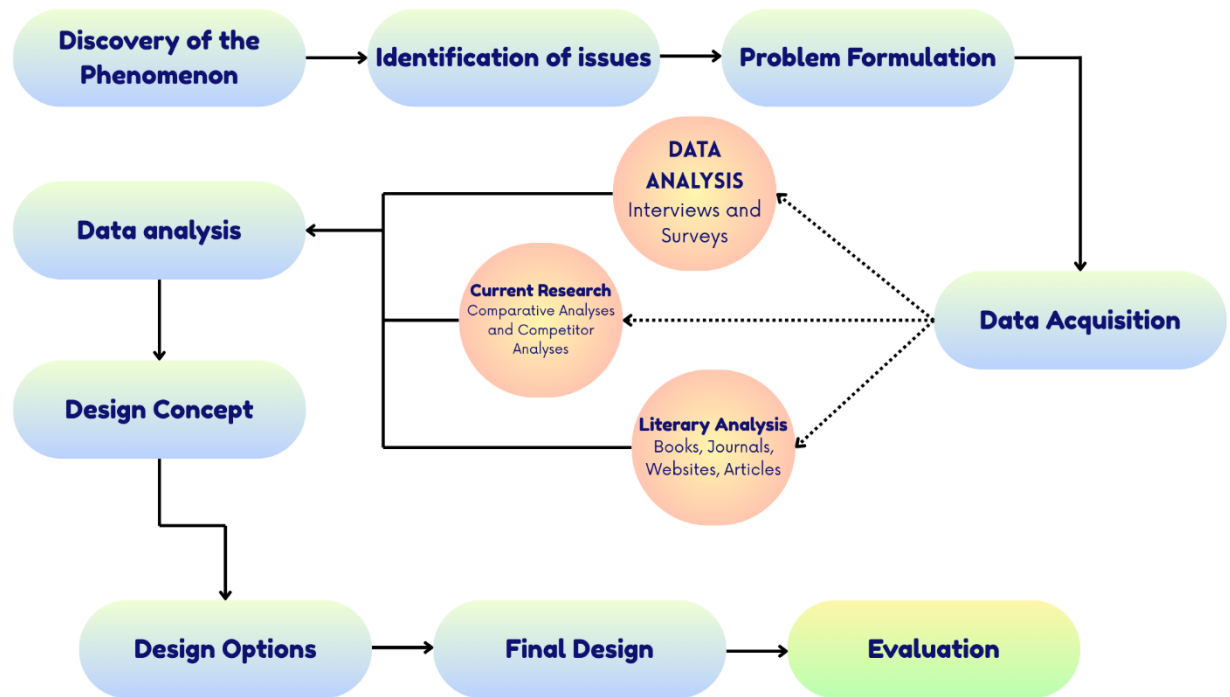


Figure 1.2 Design Framework  
(Source: Personal Documentation)