

# **FINAL PROJECT**

## **DIGITAL CAMPAIGN IN THE CONTEXT OF VISUAL COMMUNICATION TO INCREASE SOCIAL APPRECIATION OF SURABAYA'S COSPLAY CULTURE**

To fulfill partial requirements for obtaining a bachelor's degree (S-1)



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2025/2026**

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INCREASE SOCIAL APPRECIATION OF SURABAYA'S COSPLAY CULTURE**

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no works or opinions that has been written or published by another person/institutions, except those that are writtenly cited in this document and stated in full in the bibliography.

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

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

Surabaya, May 21, 2026

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## ABSTRACT

Cosplay, as part of Japanese popular culture, has grown rapidly in Surabaya and is widely recognized by the public, particularly among younger generations. However, this development has not been fully accompanied by a deeper public understanding of cosplay as a medium for self-expression and creativity. Cosplay is still often perceived merely as entertainment or a personal hobby, and some cosplayers continue to experience negative stigma in public spaces. This condition indicates the need for a digital campaign design that can foster public understanding and appreciation of the positive values of cosplay.

This digital campaign is designed using a communication design approach based on the AISAS model (Attention, Interest, Search, Action, Share). The model is considered relevant to contemporary digital audience behavior, where audiences do not passively receive messages but are encouraged to seek information, engage, and share experiences. Supporting data for the campaign design were collected through interviews, questionnaires, and observations, which served as the basis for determining the campaign concept, message strategy, and media selection.

The results of the data analysis indicate that the people of Surabaya generally recognize cosplay, yet their understanding remains limited to its entertainment aspect. Meanwhile, for cosplayers, cosplay is understood as a medium for self-expression, creativity development, and a form of visual and performative art. Furthermore, there is still a lack of digital campaigns that specifically highlight self-expression and creativity in cosplay through strategic and persuasive visual communication design.

Based on these findings, a digital campaign emphasizing cosplay as a form of self-expression and creativity is designed using an engaging, emotional, and educational visual approach. This campaign is expected to increase public awareness, improve societal perceptions, and encourage greater social appreciation of cosplay culture in Surabaya, particularly through the role of the COSURA community as a driving force of local cosplay culture.

**Keywords:** digital campaign, cosplay, visual communication, self-expression

## FOREWORD

Praise be to god almighty for his grace and grace, so that the writing of the final project report with the title "Digital Campaign in the Context of Visual Communication to Increase Social Appreciation of Surabaya's Cosplay Culture" can be completed properly and launched.

This final project is prepared as one of the requirements to complete Bachelor's education (S1) at the Visual Communication Design Study Program, Faculty of Architecture and Design, Universitas Pembangunan Nasional “Veteran” Jawa Timur. This report discusses the design of digital media-based social campaigns to increase the appreciation of the people of Surabaya for cosplay culture. This report would not be completed without the help, guidance, and support of various parties. Therefore, our gratitude is conveyed to:

1. God Almighty for all the blessings and smoothness given, for His blessings so that he is given ease and smoothness in all the arrangements of this plan.
2. Both parents and families who always provide prayers, support, and encouragement. Both materially and morally. Thank you very much for always believing and always providing warm support from the beginning of college until finally being able to complete the final project to get a Bachelor's degree.
3. Supervisor Mrs. Aileena Solicitor Costa Rica El Chidtian S. T., M. Ds. who have provided direction, guidance, and suggestions during the process of preparing the final project until it can be completed properly.
4. The Examiner Lecturer Mr. Dr. Aris Sutejo, S.Sn, M.Sn. and Mrs. Aninditya Daniar S.Sn., M.Sn. as examiners who have provided suggestions and directions to test the author's understanding of the design of this final project.
5. The COSURA community has helped in the data collection process, provided insights, and assisted in the validation process of the results of this design.
6. William Fernando who always supports, encourages, helps, and accompanies in good or bad circumstances. Even though we are separated by a distance of 784 km, thank you for always providing support and giving many positive and warm words to be motivated to be able to complete this final project. Hopefully we can continue to support each other and can achieve our goals together in the present and the future.
7. To friends from school days; Jauharo, Yusi, Dimas, Eva, and Mbak Shinta who have been friends with the writer since junior high school, even though they are both busy

completing their final projects, still support each other and pray for each other's goodness.

8. To a friend from school in Surabaya, Divia who is a friend who often accompanies me for a short break and when burnout so that every time I feel tired in moments of heartbreak or during the process of designing the final project.
9. To the writer's college friends, Nadhifah, Sugma, Kak Zakiyya, Nita, and others who always provide information and also support each other to achieve a bachelor's degree together.
10. To a friend from the previous internship, Ms. Monica, Mr. Restu who often invites to heal for a moment from reality so as not to be stressed and also Rakha who provides insight and also helps the VO process.
11. Friends and all unnamed parties one by one who have provided support in the completion of this final project.

This final project report still has shortcomings so constructive criticism and suggestions are highly expected for future improvements. Hopefully this final project can provide benefits and become a reference for the development of visual communication design science, especially in the field of digital media-based social campaigns.

Surabaya, April 30, 2026

Writer

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