

FINAL PROJECT

DESIGNING AN EDUCATIONAL CAMPAIGN TO ADDRESS ONLINE GENDER-BASED VIOLENCE

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



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FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
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ONLINE GENDER-BASED VIOLENCE

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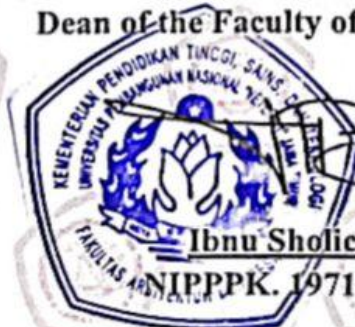
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**DESIGNING AN EDUCATIONAL CAMPAIGN TO ADDRESS
ONLINE GENDER-BASED VIOLENCE**


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I declare that in this scientific document of Final Project, there is no parts of other scientific works that has been submitted to obtain an academic degree at a Higher Education Institution, and there is also no work or opinion that has been written or published by another person/Institutions, except those that are cited in this document and stated in full in the Bibliography.

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

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

Surabaya, May 20, 2026

Who Made the Statement



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ABSTRACT

With the advancement of time, the forms of sexual harassment have changed. If previously it occurred in physical spaces, now with the advancement of technology and the internet, harassment is also rampant in the online world, often referred to as online sexual harassment, commonly known as Online Gender-Based Violence (OGBV). The method used in the process of Designing an Educational Campaign to Address Online Gender-Based Violence is a descriptive qualitative method. The selection of this method is based on the relevance of the research object, which is closely related to the phenomenon of online sexual harassment, which is currently becoming increasingly prevalent.

Through interviews with the head of UPT PPA Gresik and the NGO Savy Amira WCC, the researcher obtained accurate information regarding the cases, contributing factors, and challenges faced in protecting women from the threat of sexual harassment in the digital space. They stated that although there are laws regulating sexual violence in cyberspace, handling it is not necessarily easy, and there are sometimes obstacles in continuing the evidence collection process that is lacking.

This condition shows that it is very important to raise awareness and knowledge among the public, especially young women, about the threat of sexual harassment that occurs on social media. Digital education campaigns have become one of the effective ways to provide information on prevention methods, recognizing forms of sexual harassment in cyberspace, and the steps to take if one becomes a victim. With adequate education, better protection can be provided for women so that they are more prudent in using social media, especially by utilizing design knowledge.

Keyword: OGBV, Campaign, Education, Violence, Online, Woman

FOREWORD

The author expresses her gratitude to Allah SWT for His overflow of grace and guidance so that the Final Project report entitled "Designing an Education Campaign to Address Online Gender-Based Violence" can be completed properly. The preparation of this final project is one of the requirements to obtain a bachelor's degree in visual communication design at the Faculty of Architecture and Design, Universitas Pembangunan Nasional "Veteran" Jawa Timur. The completion of this report cannot be separated from the assistance and direction and support from various parties. Therefore, through this opportunity, the author expresses her sincere gratitude to:

1. Allah SWT always bestows smoothness, strength, and health so that this report can be completed properly.
2. My parents always provide motivation and prayers and moral and material support.
3. My siblings who always provide support during the process of preparing this final project.
4. My nephew, Kai, always cheers me up with his brightest smiles and laughs.
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can't name that have given me the spirit when being down and hopefully meeting in the future, and may we all become friends.

Surabaya, April 28, 2026

A handwritten signature in black ink, consisting of several overlapping loops and lines, positioned above the printed name.

Zebrinna Delivia Putri Bahri

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