

FINAL PROJECT
CREATIVE CAMPAIGN TO INCREASE AWARENESS OF
EQUAL RIGHTS FOR PEOPLE WITH DISABILITIES

To Meet Some of the Requirements in Obtaining a Bachelor's Degree (S-1)



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APPROVAL PAGE

CREATIVE CAMPAIGN TO INCREASE AWARENESS OF EQUAL RIGHTS
FOR PEOPLE WITH DISABILITIES

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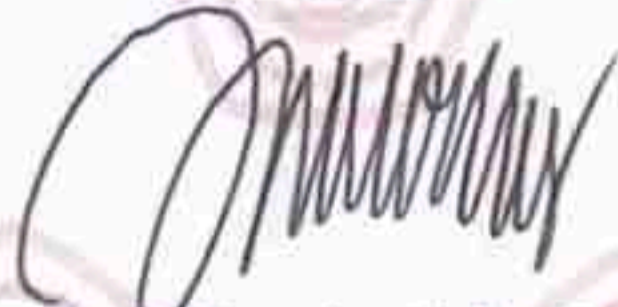
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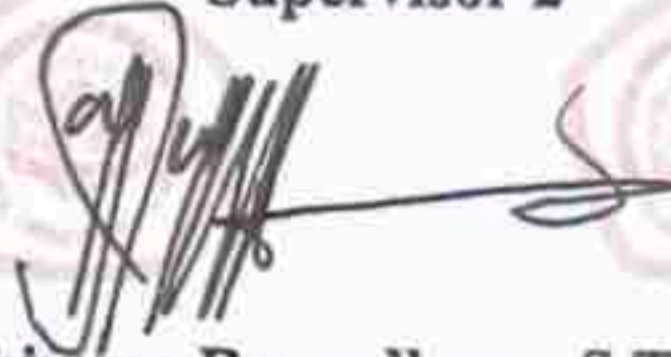
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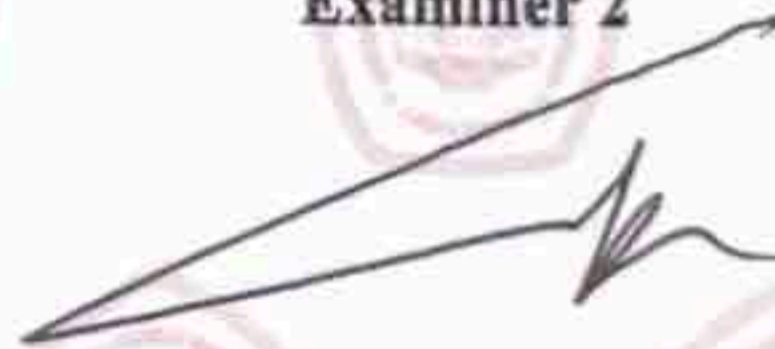
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AGREEMENT PAGE

**CREATIVE CAMPAIGN TO INCREASE AWARENESS OF EQUAL RIGHTS
FOR PEOPLE WITH DISABILITIES**

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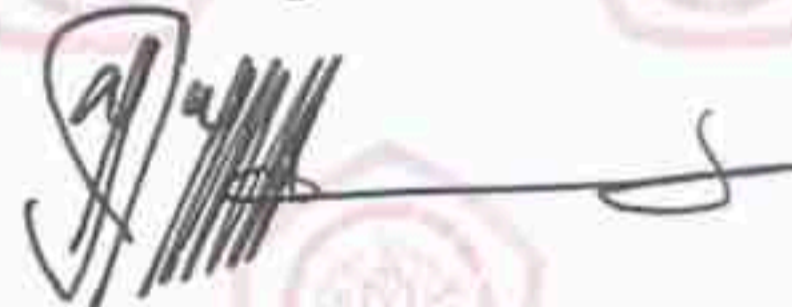
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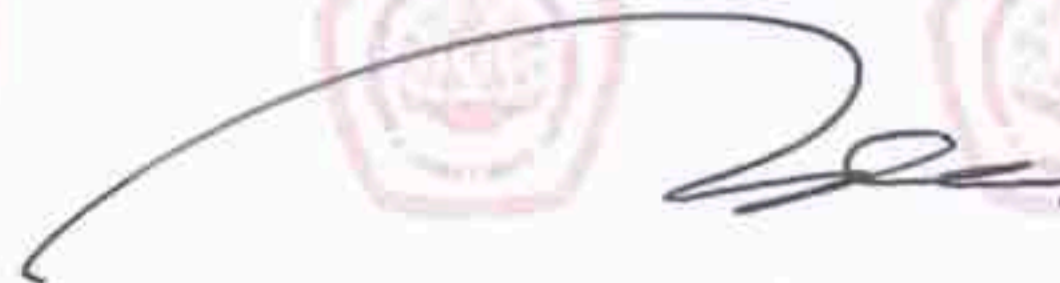
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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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Study Program : Visual Communication Design

Faculty : Architecture and Design

I declare that in this scientific document of Final Project/Thesis/Dissertation* 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 work or opinion that has been written or published by another person/institution, 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 indication of plagiarism in this Thesis/Dissertation, 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 21, 2026

Who Made the Statement


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ABSTRACT

Creative campaigns play a crucial role in raising public awareness of humanitarian issues, including equal rights for people with disabilities. This study aims to design a creative campaign that can raise public awareness of people with disabilities through an informative, empathetic, and persuasive visual communication approach. The main problem in this study focuses on the low public understanding and concern for the rights of people with disabilities, as well as the limited campaign media specifically addressing this equality issue.

Data were obtained through direct observation at the Lamongan State Special School (SLB Negeri Lamongan), interviews with the principal, students with disabilities, and the general public. Additionally, a questionnaire was distributed to determine the level of public perception of disability issues. Existing campaign media, such as school posters and the SLB Negeri Lamongan Instagram account, were also analyzed.

This study also conducted a comparative study between the Disability Gallery and Indonesia Mengajar (Indonesia Mengajar) as a reference in determining an effective social campaign strategy. The analysis revealed that the main causes of low public awareness include a lack of knowledge about disability rights, a lack of engaging and educational campaign media, and weak active public engagement in inclusivity issues. These findings reinforce the need for more innovative and relevant communication strategies.

Based on these results, a creative campaign concept was designed, utilizing digital and print media that emphasizes equality, inspiration, and empathy. This campaign is expected to raise public awareness of the importance of a friendly and inclusive environment for people with disabilities and encourage active community participation in realizing equal rights. Furthermore, this campaign is expected to serve as an effective social communication model for other humanitarian issues in the future.

Keywords: Creative campaign, equality, persons with disabilities, visual communication, AISAS analysis.

FOREWORD

Praise be to Allah SWT for all His endless blessings, guidance, and mercy, so that the author is able to complete this research proposal entitled “Ruang Setara Social Campaign Through Instagram as an Educational Medium for Disability Equality” properly. This proposal was prepared as part of the academic requirements in completing the final project in the Visual Communication Design Study Program at the National Development University “Veteran” East Java. The author would like to express sincere gratitude to:

1. Allah SWT, who always grants strength, patience, health, and ease in every process, so that the author is able to complete this proposal until the end.
2. Beloved parents and family, who always become the biggest source of support, prayers, affection, and motivation for the author in every condition.
3. The academic community of the National Development University “Veteran” East Java, for providing knowledge, facilities, and a supportive academic environment during the learning process.
4. Mrs. Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds., as the supervisor who has provided guidance, advice, motivation, and valuable knowledge throughout the preparation of this research proposal.
5. All friends and parties involved in the Ruang Setara campaign process, who have contributed support, ideas, and encouragement during the completion of this proposal.

The author realizes that this proposal is still far from perfect. Therefore, constructive criticism and suggestions are highly expected for future improvement. Hopefully, this proposal can provide benefits, especially in the field of visual communication design and social campaign development, as well as become a useful reference for future research.

Surabaya, May 21, 2026

Berlian Aurelya Rahma

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