

CHAPTER I

INTRODUCTION

1.1 Background

The skin is the largest organ of the human body as well as the main protector from various external factors and plays an important role in maintaining moisture, fighting pathogens, and regulating body temperature (Lai-Cheong & McGrath, 2017). More than just biological functions, skin conditions are closely related to a person's self-identity, self-confidence, and quality of social interaction. Skin health problems are now receiving more attention in Indonesia because they have a direct impact on the quality of life of sufferers. Disorders such as acne, dermatitis, and scars are the most common complaints that encourage people to seek medical and aesthetic treatments (Lestari et al., 2025). In addition to causing physical symptoms such as itching, pain, or discomfort, skin problems also often trigger a decrease in confidence, anxiety, and depression. This is reflected in the increasing need for dermatology and aesthetic care services in Indonesia. For example, data from the Cosmetic Dermatology Polyclinic of USU Hospital shows an increase in the number of patient visits from 342 patients in 2020 to 811 patients in 2021, with acne vulgaris being the most treated skin disorder (Danil et al., 2024). In addition, a report from the Directorate of Cosmetics Supervision of the Indonesian Public Works Agency (RI, 2024) noted that the cosmetics industry in Indonesia has experienced significant growth in the last five years, reflecting the increasing public interest in skin care and aesthetics. Thus, skin health can no longer be seen solely as a cosmetic issue, but as an important factor that affects mental health, social interaction, and daily productivity.

Pathological scars occupy an important position among various skin problems due to their persistent nature and are difficult to treat without medical intervention. Clinical studies show that keloid and hypertrophic scars not only cause physical disorders such as itching, pain, and aesthetic discomfort, but also have a significant psychological impact on patient confidence (Bock et al., 2006; Zhan et al., 2025). (Bock et al., 2006) noted that patients with pathological scars experience a decrease in quality of life due to shame, body image disorders, and social anxiety. These findings are in line with research by Zhan et al. (2025) who revealed that keloid sufferers have higher levels of depression and anxiety than individuals without scar.

Similar conditions are also found in Indonesia. Based on the Profile of Working-Age Patients with Keloid and Hypertrophic Scar at Dr. Soetomo General Hospital Surabaya in 2014-2017 (2021), most hypertrophic scar patients are in the young age group, namely 17–25 years, which is the productive and socially active age. This is in line with the findings (Wardani & Perdanakusuma, 2021) that the productive age group is the most vulnerable to keloid and hypertrophic scars, generally due to trauma or burns. In addition, a study by Chuah & Goh (2015) confirms that pathological scars have a direct impact on a decrease in quality of life, especially in individuals with high social activity. Thus, this visual educational campaign will be focused on the young productive age group, namely 17–25 years old, who tend to have a high concern for the appearance and health of facial skin.

Furthermore, research (Lestari et al., 2025) shows that the combination of intralesional corticosteroid injections and 5-Fluorourasil provides better clinical outcomes than single corticosteroids. These results are strengthened by findings (Widiatmoko et al., 2023) that report the success of a combination of surgical excision, intralesional injection, and the use of silicone gel in keloid cases in the earlobe. These facts confirm that pathological scars are a relevant medical and psychological problem in Indonesia, especially for the productive age group who need more effective medical-based interventions and visual communication.

In Indonesia, skin care issues, including scars, continue to show increasing public attention as the skincare industry and aesthetic clinics develop. The skincare sector has experienced substantial expansion with an annual growth rate of more than 4% and an increase in demand for skincare products of around 10% nationally (Silitonga & Soelasih, 2025). Additional findings show that as many as 77% of consumers buy skincare products at least once a month, indicating a high frequency of use and an increasingly inherent beauty culture in people's daily lives (Gracia L, 2023).

The influence of social media on consumer behavior is also increasingly significant. Platforms such as Instagram and TikTok are the main channels for influencers and brands to promote skincare products. This makes it easier for consumers to access information and make impulsive purchases, often without considering the product's compatibility with their skin type. This phenomenon can cause consumers to buy products that are not suitable, risk causing new skin problems, and worsening existing conditions. Promotional patterns that tend to be hard selling, emphasizing claims of instant results without adequate medical education, have the potential to cause audience saturation and reduce trust in beauty clinic brands. For example, research by (Aprilinda et al., 2023) shows that social media has a positive and

significant effect on the purchase decision of skincare products at Ms Glow distributors in Pekanbaru, with consumers tending to follow recommendations from influencers or promotional content on the platform. Thus, even though access to information and products is getting easier, consumers need to be wiser in choosing skincare products that suit their skin conditions to prevent new problems from arising.

The phenomenon of increasing awareness of skin health is also in line with the development of dermatology and aesthetic clinics that offer medical-based services. However, promotional practices in many beauty clinics are still dominated by a product-oriented approach that lacks education, so that the audience is only introduced to services or treatments without sufficient medical understanding. As a result, many people still trust the recommendation to consult directly with professionals, so the risk of maintenance errors increases. This is strengthened by the results of an interview with Dr. Adrian Aried H., Dipl. AAAM, Founder of Skininvest, who said that, "Most patients come in after their wound or scar condition has worsened. Many have tried various skincare products that have gone viral on social media without knowing whether the content is suitable for their skin or not. In the end, it does not improve, but rather worsens the condition." He also added that most people are still oriented towards instant solutions rather than long-term prevention. This pattern shows that Indonesian people tend to choose curative approaches over preventive approaches in maintaining healthy skin.

For young age groups, especially Generation Z, one-way and hard-selling promotional approaches tend to be less popular. This generation has behavioral characteristics that are more critical of commercial information, like transparency, and are more interested in educational content that is relevant to their personal needs. Research shows that Generation Z is more responsive to marketing strategies that prioritize storytelling, audience engagement, and authentic content than traditional content-driven advertising. This shows that campaigns that only focus on product promotion without education have the potential to be less effective in reaching Generation Z audiences (Kawibawa, 2025).

Skininvest Clinic was chosen as the main partner in the design of this educational campaign because it has a strong reputation in providing medical-based dermatology and aesthetic services with an educational approach to patients. Based on an interview with Dr. Adrian Aried H., Dipl. AAAM, this clinic not only focuses on aesthetic results, but also on improving people's skin health literacy through various educational programs on social media. This is relevant as a solution to audience saturation with hard-selling promotional patterns, by

presenting campaigns that prioritize education but remain integrated with medical product services. This makes Skinvest an ideal platform to implement visual-based educational campaigns that aim to raise awareness about the importance of proper and medical scar management. In addition, Skinvest's main audience, which is dominated by young productive age groups, is also in line with the main goal of this campaign, which is to increase preventive awareness of skin care among urban youth.

One of the most potential communication strategies to bridge the skin health literacy gap in the community is through the use of educational audiovisual media, especially short videos and visual content on social media. Research shows that visual media has an important role in improving health literacy. As explained by (Galmarini et al., 2024) that "visual-based interventions, particularly the ones using videos, are effective for improving HL and the comprehension of health-related material." In addition, (Zhu et al., 2023) also affirmed the potential of social media in health communication by stating that "The ubiquity of short videos has demonstrated vast potential for health communication." The two findings show that audiovisual media, especially short videos, are able to increase the effectiveness of delivering educational messages to a wide audience because of their attractive and accessible nature.

On this basis, the educational campaign on the management of pathological scars (keloid and hypertrophic scar) is designed to reach the wider community through a scientific evidence-based audiovisual approach, with the main media in the form of motion graphic videos and social media content. This campaign puts Skinvest's scar treatment service as the focus of the message, but it is delivered through an educational approach to align with Generation Z's behavioral preferences who are more critical of hard-selling promotions.

Motion graphic is one of the visual communication media that combines elements of illustration, typography, photography, and videography with dynamic animation techniques. In today's digital era, this format is considered very close to the habits of young target audiences who actively use digital devices to socialize, watch short videos, and access health information through online platforms. The visually appealing characteristics of motion graphics make them effective in conveying complex educational messages, especially in the context of science-based health campaigns.

On the other hand, social media has great potential to expand the reach of campaign messages. According to (Thapliyal et al., 2024), "social media can enhance health communication by enabling repeated exposure and interactive engagement with audiences,"

which means social media can increase the effectiveness of health communication through repeated exposure and active interaction with audiences. This makes social media platforms not only a channel for distributing information, but also a space for dialogue that strengthens public awareness and participation.

One of Skinvest's featured services that became the focus of this campaign is their Scar Treatment, which is a series of dermatology-based medical treatments designed to treat various types of scars, such as keloids, hypertrophic scars, and burn scars. Based on an interview with Dr. Adrian Aried H., Dipl. AAAM, this treatment combines intralesional injection techniques, lasers, and topical therapy to optimize skin tissue healing while improving aesthetic appearance. This service product is the focal point of the campaign because there are still many people who do not understand that the treatment of pathological scars should be done with a medical approach, not just cosmetics. Through this campaign, Skinvest's scar treatment will be introduced not only as an aesthetic solution, but also as a scientific and safe form of skin health care under the supervision of a doctor.

Therefore, this educational campaign is designed as a product-oriented campaign that combines the function of education and promotion of medical services. The goal is not only to provide general information about wound care, but also to increase brand awareness and public trust in the Scar Treatment Program services at Skinvest Clinic. This approach is expected to be an alternative communication strategy that is more relevant for young audiences than hard-selling promotions that have dominated the beauty clinic industry.

1.2 Problem Identification

Based on the background above, some of the main problems that are the focus of the design of educational campaigns for the handling of pathological scars (keloid and hypertrophic scar) at Skinvest Clinic can be identified as follows:

1. Pathological scars such as keloids and hypertrophic scars are one of the skin problems that are commonly found in the young productive age group (17–25 years). Based on initial observations at the Skinvest Clinic, patients with scar complaints are dominated by young individuals who are socially active and have a high concern for appearance.
2. The results of the interview with Dr. Adrian Aried H., Dipl. AAAM, Founder of Klinik Skinvest, points out that around 40% of Skinvest patients come with complaints of worsening scars due to the use of inappropriate skincare products or self-care without a doctor's consultation.

3. The growth of the cosmetics and skincare industry in Indonesia has increased significantly in the last five years, with an increase in product demand of more than 10% nationally (RI, 2024). Observations at Skinvest Clinic show that this trend is also reflected in the behavior of patients, where many of them have tried various popular skincare products before finally seeking medical treatment because the scar condition does not improve or worsens.
4. Based on an interview with Dr. Adrian Aried H., Dipl. AAAM, people tend to come to the clinic after the wound condition has worsened, because at first they trust viral products on social media more than direct medical consultations. This emphasizes the need for visual-based education to increase public preventive awareness of skin health.
5. Based on online observations through Google searches and social media (Instagram) searches on the promotional content of several dermatology and aesthetic clinics located in Surabaya and Sidoarjo such as ZAP, Elmaskin, and ERHA, no educational campaigns have been found that specifically discuss the treatment of pathological scars such as keloids and hypertrophic scars. The majority of promotional content still focuses on general beauty services, such as brightening, anti-aging, and routine facial treatments.
6. An innterview with Dr. Adrian (2025) emphasized the need for a campaign strategy that not only provides medical education, but also introduces scar treatment services as a professional solution. Observations of patient question patterns also show that society still needs clear and easy-to-understand visual guidance on proper scar management.

1.3 Problem Formulation

"How to design a product-oriented campaign at Skinvest Clinic to increase public understanding of the treatment of pathological scars (keloid and hypertrophic scar)?"

1.4 Problem Limitations

This research is limited to the following:

1. The design is focused on a product-oriented campaign that aims to promote the Scar Treatment Program services at Skinvest Clinic through an educational approach, so that the function of promoting medical services is conveyed in an informative, persuasive, and non-hard selling manner.

2. The scope of pathological scar problems is limited to keloid and hypertrophic scars, the most common types of pathological scars that require professional medical treatment for healing.
3. The campaign's target audience is limited to the young productive age group (17–25 years) with a middle-to-upper economic background, who actively use social media, have a high level of concern for appearance and skin health, and show a preference for relevant educational content over one-way promotion.
4. The campaign materials are limited to education on the definition, differences, causes, psychological and social impacts, as well as medical treatment of keloids and hypertrophic scars, with an emphasis on the importance of professional consultation at Skinvest Clinic compared to the use of viral skincare products without doctor's supervision.
5. The media used in the campaign design is limited to motion graphics as the main medium, as well as Instagram social media content as a supporting medium, with an informative, communicative, and tailored visual style to the media consumption characteristics of Generation Z.

1.5 Purpose of Design

Through the design of this campaign, the objectives to be achieved are as follows:

1. Increase public awareness and understanding, especially the young productive age group (17-25 years) with an upper-middle economic background, regarding the importance of medical and professional treatment of pathological scars (keloid and hypertrophic scars).
2. Providing visual-based education on the use of skincare products without consulting medical personnel, and emphasizing the importance of handling pathological scars through the Scar Treatment Program service at Skinvest Clinic as a safe and science-based medical solution.
3. Design education-based product-oriented campaigns delivered through motion graphic media and social media content, so that the promotion function of medical services can be accepted in a more informative, relevant, and in accordance with the behavioral preferences of Generation Z who tend to avoid the hard selling approach.

1.6 Benefits of Design

1.6.1 Benefits for the Writer

1. Provide opportunities for authors to apply the theory and principles of Visual Communication Design, especially in the context of audiovisual media-based educational campaigns.
2. Train the author's ability to design effective visual communication strategies through research, analysis, and the application of targeted design principles.
3. Add practical experience in creating visual content that is informative, engaging, and relevant to the needs of audiences in the field of skin health and medical aesthetics.

1.6.2 Benefits for the Audience

1. To increase public understanding of the prevention and treatment of pathological scars (keloid and hypertrophic scar) in an appropriate and medical-based manner.
2. Providing education through audiovisual media that is interesting and easy to understand, so as to help change people's mindset from a curative approach to a preventive approach.
3. Raising awareness of the importance of conducting professional consultations at medical dermatology clinics compared to using viral products without a doctor's recommendation.

1.6.3 Benefits for the University

1. To become a scientific work that enriches academic references in the field of Visual Communication Design, especially in the application of educational campaigns on public health issues.
2. Contributing to the development of the DKV curriculum through the application of visual research based on scientific evidence in the field of skin health and aesthetics.
3. Improving the image of the university as an institution that produces design works that are solutional, applicative, and have a social impact on society.

1.6.4 Benefits for Skinvest Clinic

1. Providing alternative visual communication strategies that are effective to improve people's skin health literacy, especially related to pathological scars.
2. Helping to strengthen the image of Skinvest Clinic as an educational, professional, and scientific-based medical aesthetic clinic.
3. Supporting patient education programs through audiovisual media in the waiting room and digital platforms to expand the reach of campaign messages.
4. Increase patient loyalty and attract new potential patients through an informative, empathetic, and memorable communication approach.

1.7 Design Framework

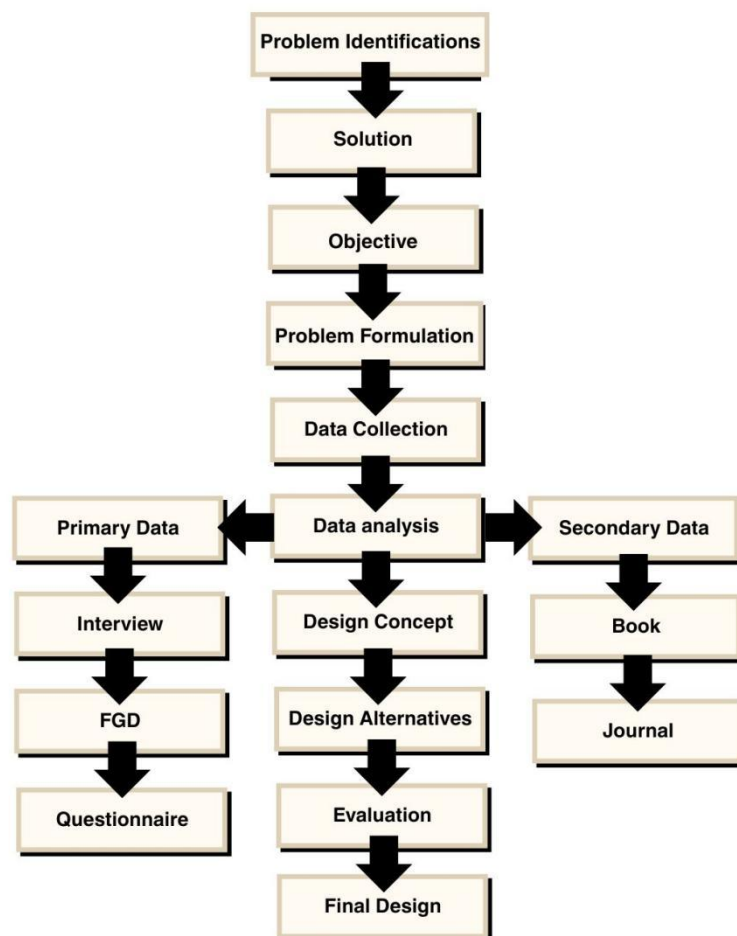


Figure 1. 1 Design Framework

(Source: Personal Documents)