

FINAL PROJECT

PRODUCT-ORIENTED CAMPAIGN DESIGN FOR THE TREATMENT OF PATHOLOGICAL SCARS (KELOID AND HYPERTROPHIC SCAR) AT SKINVEST CLINIC

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
2025/2026**

APPROVAL PAGE

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PATHOLOGICAL SCARS (KELOID AND HYPERTROPHIC SCAR) AT SKINVEST
CLINIC**

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AGREEMENT PAGE

**PRODUCT-ORIENTED CAMPAIGN DESIGN FOR THE TREATMENT OF
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STATEMENT OF FREE PLAGIARISM

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Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

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

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

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ABSTRACT

Skin health has an important role in supporting a person's appearance, confidence, and quality of life. Skin problems such as pathological scars (keloid and hypertrophic scars) not only cause physical disorders but also have a psychological impact on the sufferer. In Indonesia, there are still many people who do not understand the importance of medical scar management. Most patients prefer instant solutions through viral products on social media without considering their compatibility with their skin condition. This phenomenon shows the low level of skin health literacy and the need for an effective visual communication approach to raise public awareness of the importance of proper scar care. Skinvest Clinic, as a medical- based dermatology and aesthetics clinic in Surabaya and Sidoarjo, became a strategic partner in designing this visual campaign because of its reputation for focusing on education as well as promoting medical-based services.

The design methodology used in this campaign is a descriptive qualitative method with a semiotic approach. The data was obtained through interviews with stakeholders (Founder of Skinvest Clinic, Dr. Adrian Aried H., Dipl. AAAM), clinical social media observations, distribution of questionnaires to target audiences, and literature studies from various scientific journals related to skin health and visual communication. Data analysis was conducted to understand the behaviour, preferences, and perceptions of the target audience towards the issue of pathological scars as well as the most effective visual forms to attract attention and convey educational messages clearly.

The results of the analysis showed that the young productive age group (17-25 years) in the Surabaya and Sidoarjo areas was the main target of the campaign, with characteristics of being active on social media and having a high concern for appearance. The campaign carries the concept of "Know Your Scars" which emphasizes a paradigm shift from shame over scars to concern for proper skin care. This campaign is product-oriented, which combines educational goals and promotion of Skinvest Clinic's Scar Treatment medical services. The main media used are educational motion graphics, Instagram social media content, and websites, which are supported by print media such as posters and brochures to expand the reach of offline messages. The visuals are designed with soft illustration styles,

soothing colors, and easy-to-read typography so that educational messages can be conveyed effectively and relatably.

Through this educational campaign that is also product-oriented, it is hoped that the public can better understand that the treatment of pathological scars is an important part of skin health, not just an aesthetic issue. The visual approach that is informative, empathetic, and medical-based is expected to be able to increase preventive awareness, change people's behavior in treating wounds, and strengthen the image of Skinvest Clinic as a professional clinic and committed to improving skin health literacy in Indonesia.

FOREWORD

With gratitude for the grace and grace of Allah SWT, the researcher can complete this final project report well. The final project entitled "Designing an Educational Campaign for the Handling of Pathological Scars (Keloid and Hypertrophic Scar) at Skinvest Clinics" was prepared as one of the requirements to obtain a Bachelor of Design degree in the Visual Communication Design Study Program, National Development University "Veteran" East Java. Through this design, it is hoped that the designed campaign can help increase the understanding of young audiences of pathological scars and encourage awareness of the importance of proper medical treatment, especially through the Skinvest Clinic.

The preparation of this report is certainly inseparable from the support, assistance, and guidance from various parties. Therefore, the researcher would like to express his gratitude to:

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