

FINAL PROJECT

**EDUCATION CAMPAIGN FOR SCOLIOSIS PREVENTION IN
ADOLESCENTS AGED 13-15 YEARS AS AN EFFORT TO MAINTAIN A
HEALTHY BODY POSTURE**

To Fulfill Some Requirements in Obtaining a Bachelor's Degree (S-1)



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FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
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2025/2026

APPROVAL PAGE

**EDUCATION CAMPAIGN FOR SCOLIOSIS PREVENTION IN ADOLESCENTS
AGED 13-15 YEARS AS AN EFFORT TO MAINTAIN A HEALTHY BODY POSTURE**

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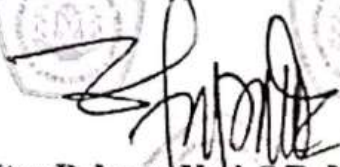
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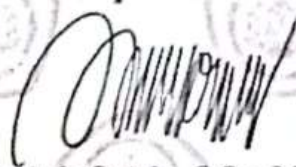
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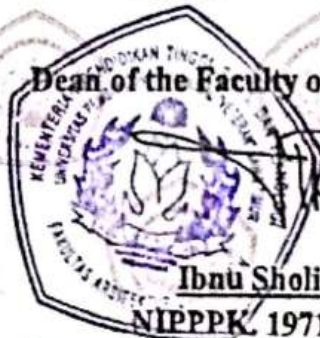


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STATEMENT OF FREE PLAGIARISM

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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

Who Made the Statement



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FOREWORD

Praise be to God Almighty who has provided health both mentally and physically and spiritually that the designer was able to complete this Final Project entitled "Education Campaign For Scoliosis Prevention In Adolescents Aged 13-15 Years As An Effort To Maintain A Healthy Body Posture" well.

This Final Project is prepared as a fulfillment of the requirements to complete the Visual Communication Design Study Program at the Bachelor's Degree. The designer realizes that many related parties are providing assistance and support for this Final Project.

Thus, the designer would like to express his gratitude to:

1. The Lord Jesus Christ who has given inclusion and blessings until now.
2. Myself who has struggled to complete the design in this final project.
3. Both design parents who always provide support both mentally, financially, and prayerfully to the designer.
4. Aditya Rahman Yani, S.T., M.Med.Kom. as the supervisor who has provided guidance during the design process of this final project.
5. The resource persons were RKZ Surabaya, Mrs. Citra from Surabaya Sehat, Mr. Antonius from SMPK Vincentius Surabaya who had contributed to the collection of this design data.
6. All of the production crew of this campaign, namely Illa, Samuel, Zamira, Meuna, and Asa who have assisted in the production of this final project.
7. Aespo members, namely Awan, Vira, and Nady, support each other so that this final project can be completed together.
8. Warkop Budhe Yayuk (WBY) namely Inayah, Anggun, Sulthan, Dina, Nady, and Vira who fought together in this final project.
9. Vemas which has become a support system during the process of working on the final project.
10. Nanda and Wibi who have helped before the Artavera final project exhibition.
11. All parties who have assisted in the completion of this final project.

The designer realizes that this report and design still have shortcomings. The designer is open to constructive criticism and suggestions for better design in the future. The designer hopes that this final project will provide benefits to adolescents regarding the prevention of scoliosis.

Surabaya, May 21, 2026



Birgita Cornelia Sumarga Putri

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ABSTRACT

Scoliosis is a health problem that requires attention due to the significant number of sufferers in Indonesia, with an estimated 5.4 million people suffering from scoliosis. Scoliosis is a deformity of the spine that curves sideways, typically more than 10°, accompanied by rotation of the vertebrae or spine. The proposition of this design is that adolescents aged 13-15 years old experience bad habits that can increase the risk of scoliosis or further spinal curvature. The hypothesis of this design is to provide education about healthy lifestyle habits, including maintaining posture, to adolescents, especially those aged 13-15 years who are experiencing rapid growth, through an educational campaign.

The design methodology used is Design Thinking with five stages. The first stage, "empathize," involves interviews, observations, and Focus Group Discussions (FGD). The second stage, "define," involves analyzing the data obtained from the empathy process. The third stage, "focus ideas," is brainstorming based on the analysis. The fourth stage, "prototype," involves creating a campaign design plan. The fifth stage, testing, involved conducting a pilot campaign with a select audience to gather feedback.

Primary and secondary data analysis revealed that adolescents aged 13-15 years have an understanding of scoliosis, but awareness of preventive measures remains limited. Some adolescents still engage in lifestyles that increase the risk of scoliosis. Synthesizing the data from this analysis led to the creation of a concept using an emotional approach to designing an educational campaign.

By designing an educational campaign targeting adolescents aged 13-15 years regarding scoliosis risk prevention, it is hoped that adolescents will increase their awareness by maintaining good posture and thus avoiding the risk of scoliosis.

Keywords: Scoliosis, Educational Campaign, Spine, Lifestyle