

**FINAL PROJECT**

**SEXUAL EDUCATION CAMPAIGN FOR EARLY CHILDHOOD**

**"DON'T TOUCH MY BODY" FOR PARENTS WITH KSH KEJAWAN**

**PUTIH TAMBAK**

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



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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.

Surabaya, 22 April 2026

Who Made the Statement



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## ABSTRACT

Sexual violence against early childhood is a critical issue that continues to increase in Indonesia, with thousands of cases recorded each year by the PPA Symphony. Children in the *golden age* phase are very vulnerable to becoming victims because their curiosity and innocence are often exploited by perpetrators. The main challenge in preventing this issue is the view of most parents who still consider sex education to be taboo. Therefore, the design of the "Don't Touch My Body" social campaign was initiated to provide a creative approach for parents and children in Kejawan Putih Tambak Village through collaboration with the Great Surabaya Cadre (KSH).

The methodology applied in this design is *Design Sprint*, which allows the process to be carried out iteratively through five stages: understanding the problem, developing ideas, making prototypes, testing, and improving the concept. Research data were collected comprehensively through interviews with KSH coordinators and child psychologists, observations on Family Posyandu (POSGA) activities, and distribution of questionnaires to parents. Data analysis was then carried out in a qualitative descriptive manner to map the behavior, needs, and perceptions of local communities on the importance of sexual education for early childhood.

The result of this design is in the form of an educational campaign based on parent-child interaction with the main media of illustration books and Instagram digital content. The campaign's visuals are designed with bright colors, child-friendly characters, and simple language to blur the taboo that has been attached to sexual topics. Through an easy-to-understand narrative, this campaign facilitates parents in explaining personal body boundaries to their children in an appropriate and comfortable manner.

In conclusion, the "Don't Touch My Body" campaign has proven to be an effective alternative solution in raising collective awareness about child self-protection. The support from KSH strengthens the program's potential to become a model for sustainable community campaigns in other regions. It is hoped that this effort will be able to create a safer, more open, and educational environment for children's growth, especially in the city of Surabaya.

## FOREWORD

Praise be to God Almighty who has given His grace and guidance so that the writer is able to complete the compilation of this Final Project report with appropriate results. During this Final Project, of course, the author received a lot of help from various parties. Therefore, the author would like to thank you very much, especially to:

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## TABLE OF CONTENTS

APPROVAL PAGE .....	ii
AGREEMENT PAGE .....	iii
STATEMENT OF FREE PLAGIARISM .....	iii
STATEMENT OF FREE PALGIARISM.....	iv
ABSTRACT.....	v
FOREWORD .....	vi
TABLE OF CONTENTS .....	viii
LIST OF FIGURE.....	xi
LIST OF TABLE .....	xiii
LIST OF APPENDIX .....	xiv
CHAPTER I INTRODUCTION.....	1
1.1. Background .....	1
1.2. Problem Identification .....	5
1.3. Problem Formulation .....	5
1.4. Problem Limitations .....	5
1.5. Purpose of Design .....	6
1.6. Benefits and Results of the design .....	6
1.7. Design Framework.....	7
CHAPTER II LITERATURE REVIEW AND EXISTING STUDIES.....	8
2.1. Operational Definition of Title .....	8
2.1.1. Campaign Definition.....	8
2.1.2. Definition of Education/Sexual Education .....	8
2.1.3. Definition of Parent .....	8
2.2. Theoretical Foundations .....	9
2.2.1. Foundations of Campaign Theory .....	9
2.2.2. Children's Education Theory .....	13
2.2.3. Child Development Theory.....	15
2.2.3.1. Piaget's Theory of Developmental Stages .....	15
2.2.3.2. Vygotsky's Theory of Cognitive Development.....	16
2.2.4. Early Childhood Sexual Education.....	17
2.2.4.1. Early Childhood Sexual Development .....	18
2.2.4.2. Early Childhood Sexual Education.....	19

2.3.	Stakeholder .....	20
2.4.	Existing Studies .....	23
2.5.	Comparative Studies .....	26
CHAPTER III DESIGN METHODOLOGY .....		33
3.1.	Design Methodology.....	33
3.2.	Planning Objects .....	34
3.3.	Data Collection Techniques .....	34
3.3.1.	Data Primer .....	34
3.3.2.	Data Seconds.....	36
3.3.3.	Target Audiens .....	37
3.4.	Data Analysis Techniques .....	37
3.4.1.	Interview Data Analysis.....	38
3.4.2.	Analysis of Questionnaire Results.....	40
3.4.3.	Analysis of Observation Results.....	44
3.4.4.	5W+1H Analysis.....	45
3.4.5.	Consumer Insight Analysis .....	47
3.4.6.	Consumer Journey Analysis.....	47
3.4.7.	Point of Contact .....	50
3.5.	Data Synthesis.....	51
3.6.	Unique Selling Proposition (USP).....	52
CHAPTER IV CONCEPT AND IMPLEMENTATION DESIGN.....		53
4.1.	Concept Formulation .....	53
4.1.1.	Keyword Definition .....	53
4.1.1.1.	Connotative Meaning.....	54
4.1.1.2.	Konotative Meaning .....	54
4.1.2.	Verbal Concepts .....	55
4.1.2.1.	What to Say.....	55
4.1.2.2.	How to Say.....	55
4.1.2.3.	Campaign Title and Tagline .....	56
4.1.2.4.	Communication Strategy .....	56
4.1.3.	Visual Concepts .....	57
4.1.3.1.	Visual Style .....	57
4.1.3.2.	Logo .....	57
4.1.3.3.	Color .....	58
4.1.3.4.	Typographers.....	58

4.1.4.	Media Concept.....	59
4.1.4.1.	Media Campaigns .....	59
4.2.	Design Design Process.....	60
4.2.1.	Campaign Logo Design .....	60
4.2.1.1.	Campaign Logo Brainstorming .....	60
4.2.1.2.	Rough Design .....	61
4.2.1.3.	Co-Comprehensive Design .....	61
4.2.1.4.	Design Validation.....	62
4.2.1.5.	Final Design.....	62
4.3.	Design Implementation.....	63
4.3.1.	Main Media.....	63
4.3.2.	Supporting Media .....	75
4.3.2.1.	Social Media .....	75
4.3.2.2.	Pamphlet .....	81
4.3.2.3.	Poster .....	82
4.3.2.4.	Tote Bag.....	82
4.3.2.5.	Prop Doll.....	83
4.3.2.6.	T-Shirts.....	83
4.3.2.7.	Cap.....	84
4.3.2.8.	Drinking Bottles.....	84
4.3.2.9.	Souvenir .....	85
4.3.2.10.	Note Book.....	86
4.3.2.11.	Book Cover .....	86
4.4.	Production Budget .....	87
4.4.1.	Print Media Production Budget .....	87
4.4.2.	Miscellaneous Budget.....	87
4.4.3.	Total Production Budget .....	87
CHAPTER V CONCLUSION.....		88
5.1.	Conclusion .....	88
5.2.	Recommendations.....	88
BIBLIOGRAPHY .....		89

## LIST OF FIGURE

Figure 1. 1 Number of cases in East Java Province.....	1
Figure 1. 2 Number of cases by crime scene in East Java.....	2
Figure 1. 3 Forms of violence experienced by victims in East Java.....	2
Figure 1. 4 Victims by age in East Java.....	2
Figure 1. 5 Design Framework.....	7
Figure 2. 1 The Book “Bicara Seks dengan Anak”.....	23
Figure 2. 2 Illustration of the book body boundries.....	27
Figure 2. 3 Illustration of the book body boundries.....	27
Figure 2. 4 Animation I take care of myself.....	28
Figure 2. 5 “Sentasi” Educational Puppets.....	31
Figure 3. 1 Filling out the questionnaire directly.....	35
Figure 3. 2 Interview with the KSH coordinator.....	38
Figure 3. 3 Interview with Psychologist.....	38
Figure 3. 4 Observation to PAUD.....	45
Figure 3. 5 Dr. Dian Prastiwi.....	47
Figure 3. 6 Kafa Billahi Wakila.....	49
Figure 4. 1 Keyword.....	53
Figure 4. 2 Examples of illustration styles.....	57
Figure 4. 3 Examples of logos.....	57
Figure 4. 4 color palettes.....	58
Figure 4. 5 Typography.....	58
Figure 4. 6 Brainstorming Campaign Logos.....	60
Figure 4. 7 Rough Logo Design.....	61
Figure 4. 8 Copenhensive Logo Design.....	61
Figure 4. 9 Logo Design Validation.....	62
Figure 4. 10 Final design of the logo.....	62
Figure 4. 11 Story board.....	66
Figure 4. 12 Story board.....	67
Figure 4. 13 Story board.....	68
Figure 4. 14 KSH Photos.....	69
Figure 4. 15 Alternative character designs.....	69
Figure 4. 16 survey results.....	70

Figure 4. 17 Nana reference photo.....	70
Figure 4. 18 Nana's character design .....	71
Figure 4. 19 Photos of Iin's mother.....	71
Figure 4. 20 Mother character design .....	72
Figure 4. 21 Photos of Mr. Jefri .....	72
Figure 4. 22 Dad character design .....	73
Figure 4. 23 Photo of psychologist Bu Esa.....	73
Figure 4. 24 Psychologist character design .....	74
Figure 4. 25 Clip of motion graphics video .....	74
Figure 4. 26 Instagram Jago Keeps.....	80
Figure 4. 27 Pamphlet.....	81
Figure 4. 28 Poster .....	82
Figure 4. 29 Tote Bag.....	82
Figure 4. 30 Prop Puppets.....	83
Figure 4. 31 Parents and children T-shirts .....	83
Figure 4. 32 Hats.....	84
Figure 4. 33 Tumbler .....	84
Figure 4. 34 Stickers .....	85
Figure 4. 35 Pin and Keychain.....	85
Figure 4. 36 Note book .....	86
Figure 4. 37 Book covers.....	86

## LIST OF TABLE

Table 2. 1 Analysis of The Book “Bicara Seks dengan Anak” .....	24
Table 2. 2 Analysis of “Sentuhan boleh, Sentuhan tidak boleh” on youtube .....	29
Table 3. 1 Parents' Daily Schedule.....	48
Table 3. 2 Children's Daily Schedule.....	49
Table 4. 1 Content Plan.....	75

## LIST OF APPENDIX

Appendix 1. Interview .....	92
Appendix 2. Observations.....	96
Appendix 3. Questionnaire .....	97
Appendix 4. Proposal Seminar Assistance Sheet.....	100
Appendix 5. Seminar Proposal Revision Assistance Sheet .....	101
Appendix 6. K1 Assistance Sheet .....	103
Appendix 7. K1 Revision Assistance Sheet.....	104
Appendix 8. Exhibition booth Documentation.....	105