

FINAL PROJECT

**DESIGNING A SOCIAL CAMPAIGN TO RAISE PARENTAL
AWARENESS OF DIABETES PREVENTION IN TODDLERS
AGED 2-5 YEARS**

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



By:

Anita Firdaus

22052010022

Supervisor 1:

Aditya Rahman Yani, S.T., M.Med.Kom.

Supervisor 2:

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.

STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

2025/2026

APPROVAL PAGE
DESIGNING A SOCIAL CAMPAIGN TO RAISE PARENTAL AWARENESS OF
DIABETES PREVENTION IN TODDLERS AGED 2-5 YEARS

Compiled By:
Anita Firdaus
22052010022

Has been defended in front of the Examiner Team

On : April 21, 2026

Supervisor 1

Supervisor 2



Aditya Rahman Yani, S.T., M.Med.Kom.
NIPPK. 19810929 202121 1002



Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.
NIPPK. 19831204 202121 1001

Examiner 1

Examiner 2



Diana Aqidatun Nisa, S.T., M.Ds.
NIP. 19900611 201803 2001



Alfian Candra Ayuswantana, S.T., M.Ds.
NIP. 19880505 201903 1018

This Final Project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1)

Dean of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T
NIPPK. 19710916 202121 1004

AGREEMENT PAGE

**DESIGNING A SOCIAL CAMPAIGN TO RAISE PARENTAL AWARENESS OF
DIABETES PREVENTION IN TODDLERS AGED 2-5 YEARS**

Compiled By:

Anita Firdaus

22052010022

Has been defended in front of the Examiner Team

On : April 21, 2026

Supervisor 1

Supervisor 2

Aditya Rahman Yani, S.T., M.Med.Kom.
NIPPPK. 19810929 202121 1002

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.
NIPPPK. 19831204 202121 1001

**This Final Project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1)**

Head of the Visual Communication Design Study Program

Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

I, the undersigned:

Name : Anita Firdaus

NPM : 22052010022

Program : Bachelor (S1)

Study Program : Visual Communication Design

Faculty : Architecture and Design

I declare that in this scientific document of Final Project, there is no parts of other scientific works 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/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 plagiarism. If in the future there is an indication of plagiarism in this Final Project, 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 20, 2026

Who Made the Statement



Anita Firdaus

22052010022

ABSTRACT

During the toddler stage, health plays a crucial role in developing quality human resources for the future. However, one health issue of increasing concern is the prevalence of type 2 diabetes in toddlers, which is closely linked to parenting styles, diet, and family lifestyle factors. The lack of parental awareness of diabetes prevention in toddlers aged 2-5 years highlights the need for an educational and persuasive social campaign.

The campaign design method employed a design thinking method, encompassing five stages: empathize, define, ideate, prototype, and test. This research employed a mixed methods approach with descriptive explanations. Data were collected through interviews, observations, focus group discussions, and questionnaires with parents, as well as literature reviews and secondary data from previous research related to child health campaigns. Descriptive analysis was conducted to identify factors influencing the effectiveness of educational communication in raising parental awareness about diabetes in toddlers.

The campaign media was designed using a narrative that began with a post based on the situation on the ground. Then, a combination of digital imaging and graphic elements was applied to the visual media to convey the message easily and engagingly. The campaign was designed to create a friendly and welcoming atmosphere, using simple language, easy-to-understand yet engaging visuals, and messages relevant to parents' daily lives to convey diabetes prevention strategies for toddlers.

The campaign is expected to provide parents with an effective and informative understanding of diabetes prevention in toddlers aged 2-5 years, while also serving as a visual communication tool that supports changes in parental awareness and behavior toward adopting a healthy lifestyle for their children. Thus, this campaign can contribute to improving the health and quality of human resources in the future.

Keywords: social campaign, type 2 diabetes, toddlers, design thinking, prevention

FOREWORD

Praise be to Allah SWT. With all His grace and grace, the author was able to complete the final report with the title "**Designing a Sosial Campaign to Raise Parental Awareness of Diabetes Prevention in Toddlers Aged 2-5 Years**" properly and on time. This report is prepared as one of the requirements for completing the preparation of the final project and as a form of accountability for the process that has been implemented.

In the process of preparing this report, the author realized that it could not be separated from the assistance of support both materially and non-materially from various parties provided in the preparation of the report, so that the author could complete the preparation of this report. Therefore, allow the author to express his gratitude to:

1. To Allah SWT. and the Prophet Muhammad SAW.
2. To the author's parents, mothers and fathers who provide encouragement support to always remember to maintain health and not get tired of reminding the writer to always worship on time, as well as the financial support provided to help realize the design of this final project, as well as the prayers given to carry out all matters of designing the final project until it is completed.
3. To stakeholders, namely Mrs. Fitri and Mrs. Wardah as well as the staff of the Tanggulangin health center. Who has assisted in granting permission to search data, audiences and conduct campaign activities.
4. To Mr. Aditya Rahman Yani, S.T., M.Med.Kom. as the main supervisor and Mr. Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom. as the accompanying lecturer who provided guidance and useful suggestions in helping the design of this final project so that the author can solve problems in the design of this final project.
5. To all lecturers and staff DKV UPN "Veteran" Jawa timur.
6. To all DKV friends of the class of 2022. Who always help each other share information and encourage each other.
7. To the members of the mawar group, consisting of Khansa F, Febriyanti, Khansa M, Fairuz, Alnaya, Giana, Diah. Who always provide support and enthusiasm, always exchange information when they get important information, and participate in celebrating each stage of the final project.
8. To Meyda and her family, who are willing to be the design model for the final project. Always be ready for additional video or photo sessions, and follow the author's instructions well.
9. To Erisa, a comrade in the struggle who helped the writer in times of difficulty and always gave important information to the writer regarding the final project.
10. To Pandavva, the vtuber group is the place for writers when they are bored in doing their final project. Which is a relief and dizziness when working on the final project report.
11. To the author himself, appreciation for himself for persevering, always struggling no matter what situation is experienced, working hard day and night sometimes without sleep and rest, not giving up in completing this final project until it is completed even though many problems change one after another. You're great!

Finally, the author realizes that this final project report is far from perfect. Therefore, all criticisms and suggestions that are constructive in nature are very much expected by the author. Hopefully this final project report will be useful for readers and future scientific developments.

Surabaya, 02 May 2026

Anita Firdaus

TABLE OF CONTENTS

APPROVAL PAGE	i
AGREEMENT PAGE	ii
STATEMENT OF FREE PLAGIARISM	iii
ABSTRACT	iv
FOREWORD	v
TABLE OF CONTENTS	vii
LIST OF FIGURES	x
LIST OF TABLE	xii
LIST OF APPENDIX	xiii
CHAPTER 1	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Identification	9
1.3 Problem Formulation	9
1.4 Problem Limitations	9
1.5 Purpose of Design	10
1.6 Benefits of Planning	10
1.7 Design Framework	12
CHAPTER 2	13
LITERATURE REVIEW AND EXISTING STUDIES	13
2.1 Operational Definition of Title	13
2.1.1 Definition of Social Campaigns	13
2.1.2 Definition of Parental Awareness	13
2.1.3 Prevention Definition	14
2.1.4 Definition of Diabetes	14
2.1.5 Toddlers Ages 2-5	14
2.2 Theoretical Foundations	14
2.2.1 Campaign Overview	14
2.2.2 Social Media Overview	19
2.2.3 Diabetes Overview	20
2.2.4 Design Thinking Overview	24
2.2.5 Visual Persuasion Overview	25

2.2.6 Elements in Design	26
2.3 Stakeholder Profile	28
2.4 Existing Studies	29
2.5 Comparative Studies.....	34
CHAPTER 3.....	43
DESIGN METODOLOGY	43
3.1 Design Method.....	43
3.2 Planning Objects	45
3.3 Data Collection Techniques.....	45
3.3.1 Primary Data	45
3.3.1.1 Qualitative Data.....	45
3.3.1.2 Quantitative Data	50
3.3.2 Secondary Data.....	50
3.3.2.1 Studi Literature	50
3.3.3 Target Audiens	52
3.4 Data Analysis Techniques	53
3.4.1 Qualitative Descriptive Data Analysis	53
3.4.2 Quantitative Descriptive Data Analysis	66
3.5 Data Synthesis	69
CHAPTER 4.....	71
CONCEPT AND IMPLEMENTATION DESIGN	71
4.1 Concept Formulation.....	71
4.1.1 Keyword Flow.....	71
4.1.2 <i>Keyword</i> Definition	72
4.1.3 Verbal Concepts.....	73
4.1.4 Visual Concepts	75
4.2 Design Design	96
4.2.1 <i>Rough</i> design.....	96
4.2.2 Comprehensive Design.....	106
4.2.3 Design Validation.....	114
4.2.4 Final Design	116
4.3 Implementation in Media	123
4.3.1 Main Media.....	123
4.3.2 Supporting Media.....	127

4.3.3 Final Booth Design	127
4.4 Draft Project Budget	128
4.4.1 Production Cost of Design Making	128
4.4.2 Media Print Production Costs	128
4.4.3 Campaign Booth Production Costs	129
CHAPTER 5	130
CONCLUSION	130
5.1 Conclusion	130
5.2 Suggestions	130
BIBLIOGRAPHY	131
APPENDIX	135

LIST OF FIGURES

Figure 1.1 Interview with Midwife Pangestu Putri Laily, A.Md.Keb	4
Figure 1.2 Interview with Mrs. Endah Setiana	5
Figure 1.3 Interview with Midwife Mrs. Fitri Hermawanti, Amd.Keb. and Assistant Midwife Wardatan Noor, AMK. and field observation of GDA screening activities of Banjarasri village posyandu.....	5
Figure 1.4 Recap of DM screening data for children aged 2-5 years	6
Figure 1.5 Design framework	12
Figure 2.1 Puskesmas Tanggulangin profile	28
Figure 2.2 Puskesmas Tanggulangin	30
Figure 2.3 RSUD R. T. Notopuro Sidoarjo.....	35
Figure 2.4 Cerdik program	39
Figure 3.1 Design thinking stages	43
Figure 3.2 AISAS method.....	44
Figure 3.3 Interview with the Midwife.....	53
Figure 3.4 Interview of Midwives and Assistant Midwives in Banjarasri village.....	54
Figure 3.5 Interview with parents of prediabetic toddlers	57
Figure 3.6 Interview with the head of the Surabaya Sehat Community	58
Figure 3.7 Direct observation in Kalitengah village.....	60
Figure 3.8 Direct observation in Banjarasri village.....	60
Figure 3.9 Focus group discussion with parents of toddlers	62
Figure 4.1 Keyword flow.....	71
Figure 4.2 Visual style reference 1	76
Figure 4.3 Visual style reference 2	77
Figure 4.4 Visual style reference 3	77
Figure 4.5 Font bubblegum sans regular	78
Figure 4.6 Font pacifico regular	78
Figure 4.7 Font poppins.....	79
Figure 4.8 Color palette	80
Figure 4.9 Brainstorming logo	97
Figure 4.10 Alternative sketch of the logo.....	98
Figure 4.11 Selected logo alternatives	98
Figure 4.12 Supergraphic sketch	98
Figure 4.13 Alternative sketch of poster.....	99
Figure 4.14 Leaflet alternative sketch	99
Figure 4.15 Pocket book alternative sketches.....	100
Figure 4.16 Alternative sketch of feed layout.....	101
Figure 4.17 Alternative sketch x banner	101
Figure 4.18 Supporting media sketches.....	102
Figure 4.19 Digital alternative logo.....	107
Figure 4.20 Digital supergraphics.....	107
Figure 4.21 Digital alternative poster	108
Figure 4.22 Digital alternatif leaflet	109
Figure 4.23 Digital Alternative pocket books.....	110
Figure 4.24 Digital alternative x banner	111

Figure 4.25 Digital alternative feed layouts	113
Figure 4.26 Digital media support	113
Figure 4.27 FGD as design testing with target audience	114
Figure 4.28 Validation with stakeholders	115
Figure 4.29 Final logo.....	116
Figure 4.30 Final poster.....	117
Figure 4.31 Final leaflet.....	118
Figure 4.32 Pocket book	119
Figure 4.33 Final x banner.....	120
Figure 4.34 Final feed instagram	121
Figure 4.35 Final supporting media.....	122
Figure 4.36 Final video TVC.....	122
Figure 4.37 Final booth design	123
Figure 4.38 Poster implementation.....	123
Figure 4.39 Leaflet implementation	124
Figure 4.40 Implementation on offline campaign activities	124
Figure 4.41 Implementation of pocket books	125
Figure 4.42 Implementation of x banner	125
Figure 4.43 Instagram social media implementation.....	126
Figure 4.44 Implementation of TVC media.....	126
Figure 4.45 Implementation of supporting media	127
Figure 4.46 Booth design implementation.....	127

LIST OF TABLE

Table 2.1 Media analysis puskesmas tanggulangi	30
Table 2.2 Media analysis RSUD R. T. Notopuro Sidoarjo	35
Table 2.3 Media analysis cerdas program	39
Table 3.1 Literature study grouping.....	50
Table 4.1 Campaign media timeline	82
Table 4.2 Campaign strategy using AISAS.....	83
Table 4.3 Campaign activity details.....	84
Table 4.4 Offline campaign program design.....	86
Table 4.5 Instagram content design.....	88
Table 4.6 Storyboard TVC	103
Table 4.7 Production cost of production design creation.....	128
Table 4.8 Cost of production of print media	128
Table 4.9 Campaign booth production costs	129

LIST OF APPENDIX

Appendix 1. Transcript of interview data	135
Appendix 2. Photo of field observation data at posyandu	142
Appendix 3. FGD data transcript with parents of toddlers aged 2-5 years	143
Appendix 4. Questionnaire results data	147
Appendix 5. Recap of DM data for children aged 2-5 years	157
Appendix 6. Photo validation data with stakeholders	158
Appendix 7. Transcript of FGD results data	159
Appendix 8. Photos of offline campaign activities	162
Appendix 9. Proposal seminar assistance form	163
Appendix 10. Proposal seminar revision form	164
Appendix 11. Revision form K1	166
Appendix 12. Final project assistance form	167
Appendix 13. Stakeholder consent letter	168