

FINAL PROJECT

DESIGN OF AN EDUCATIONAL SOCIAL CAMPAIGN TO ENHANCE EDUCATORS SUPPORT FOR CHILDREN WITH DYSLEXIA

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



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STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN

FACULTY OF ARCHITECTURE AND DESIGN

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA
TIMUR**

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APPROVAL PAGE

**DESIGN OF AN EDUCATIONAL SOCIAL CAMPAIGN TO ENHANCE
EDUCATORS SUPPORT FOR CHILDREN WITH DYSLEXIA**


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AGREEMENT PAGE

**DESIGN OF AN EDUCATIONAL SOCIAL CAMPAIGN TO ENHANCE
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STATEMENT OF FREE PLAGIARISM

I, the undersigned.

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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 work or opinion that has been written or published by another person/institution, 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 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 23, 2026

Who Made the Statement



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ABSTRACT

Dyslexia is a type of learning disorder that is often poorly understood by the public. The lack of knowledge among teachers and parents about dyslexia often leads to inappropriate treatment and delayed identification of children with this condition. Insufficient support from educators affects children's confidence and academic performance at school. In fact, children with dyslexia have the potential to develop optimally if they receive the right guidance. Based on these issues, an educational medium in the form of a social campaign is needed to raise public awareness and strengthen the role of educators in supporting children with dyslexia.

This final project employs the design thinking method in the design process, while a mixed-methods approach is used for the research methodology. Primary data were collected through interviews with teachers at SMP Negeri 2 Wonoayu, a child psychologist, and a psychologist. Questionnaires were also distributed to teachers and parents, along with direct observation of the school environment. Secondary data were gathered from literature reviews, including books, journals, and mass media related to dyslexia, social campaigns, and visual communication design. The data were analyzed descriptively and further examined using a TOWS Matrix to formulate appropriate visual strategies and campaign messages. Additionally, consumer insight and consumer journey analyses were conducted.

The analysis shows that a lack of understanding among educators including both teachers and parents regarding dyslexia is a major factor hindering the learning process of students with dyslexia. Therefore, this campaign was created to provide information about dyslexia, the impact of delayed intervention, and effective learning strategies. The campaign is implemented primarily through social media content on Instagram, featuring short educational videos and engaging infographics.

This social education campaign is expected to serve as an effective communication medium in increasing awareness and support from educators for children with dyslexia. Through friendly and supportive messages, the campaign aims not only to enhance teachers and parents understanding but also to create a safe learning environment for children with dyslexia.

Keywords: Social Campaign, Education, Dyslexia, Visual Communication Design

FOREWORD

Praise and thanks be to Allah SWT for His grace, blessings, and permission, which have enabled the successful completion of this final project titled “Design of an Educational Social Campaign to Enhance Educators Support for Children with Dyslexia.” This final project was prepared as one of the requirements for obtaining a Bachelor of Design degree in the Visual Communication Design Program, Faculty of Architecture and Design, Universitas Pembangunan Nasional “Veteran” Jawa Timur.

The process of compiling this final project was undoubtedly made possible by the assistance, support, and guidance of many people. Therefore, I would like to express my deepest gratitude to:

1. Allah SWT, who has granted health, strength, and smooth progress throughout every stage of this thesis’s completion, enabling it to be successfully finalized.
2. My parents and beloved family, who have always provided prayers, moral and material support, care, and unceasing encouragement throughout my studies and the preparation of this final project.
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7. Ms. Citra Sabrina, M.Psi., Psychologist, Dina Aulia, M.Psi., Psychologist, and Ms. Agil Torresia Nirwanasari, S.E., M.Pd., who kindly agreed to serve as sources and provided insights and information regarding dyslexia and the importance of support for children with dyslexia.

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10. All parties who cannot be mentioned one by one but who have helped and supported, directly or indirectly, during the process of compiling this final project.

It is acknowledged that this final project still has many shortcomings and is far from perfect. Therefore, constructive criticism and suggestions are highly appreciated to improve future works. May this final project provide benefits, broaden knowledge, and raise awareness regarding the importance of supporting children with dyslexia.

Surabaya, May 14, 2026

A handwritten signature in black ink, appearing to be 'Adinda Ar Ryyantyas' with the initials 'AR.' written at the end.

Adinda Ar Ryyantyas

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