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CHAPTER 1 – INTRODUCTION

1.1 Background

Since the upheaval and social riots rampant in various regions, up until now economic inequality still under discussion. Some experts and observers suspect that these economic problems associated with economic inequality.

Poverty is not just a problem in Indonesia. Even developed countries still busy to solve this one problem. Poverty is not eligible to debate, but resolved. By showing kindness and virtue, social welfare is no longer just a dream, but can become reality.

Lifestyle has become an inherent part of contemporary society, especially for the circles that have a high social status. People with this type of classes have never experienced how hard life for the community who experienced poverty, maybe for their lifetime. With a very low income they have to support their families in order to survive.

These days, people are starting to turn a blind eye to the reality that economic inequality is happening around affluent people, even in plain sight. Society does not care and even act rude to those people. Being unfairly to those people who deserved better just because they do not have social status. Rich people often stay away and consider the poor unfit to associate with the affluent. Thus developed a bad impact on the welfare of society and can cause rising of criminality.

Society is aware enough of the economic inequalities around the affluent, but people's hearts are not moved to help the poor. Money misused for own interest, not just to individuals but also governments. Yet there are so many people around affluent people who still have a problem to get money, even getting a thousand dollars in a day.

In their environment, the poor help each other even though they are aware that they are in a need. Affluent people cannot act like the poor in condition of helping each other. Many of the affluent just do not want to spend some time to associate with the poor because many of the affluent discriminate the poor.

Economic inequalities can be caused by the presence of inhibiting factors that prevent and deter someone to take advantage of access or opportunities, which are available. Theoretically at least there are two factors that can hinder. First, the factor that comes from within oneself or internal factors. The low quality of human resources is because the education and health is low or does not have cultural barriers. Economic inequalities may arise as a result of cultural values shared by a group of the poor. As a result, large values, such as apathy, tend to give up to fate, do not have a fighting spirit, and do not have a future life orientation. In the explanation of Lewis (1969), this type of economic inequality arises because the society was being kept in the culture of poverty.

Second, the factors that comes from outside one's abilities. This can occur because bureaucracy or formal rules, so it can limit or reduce access for someone to take advantage of opportunities that are available. In other words, economic inequality is not happen due to someone lazy to work or do not have ability as a result of limited or low

quality human resources, but because there are barriers pressures. This economic inequality is one of the causes of appearance structural poverty.

It is logical to assume that since human life, they have an organized life. So, the economic inequality has presented itself in the community as an obstacle that must be borne, or a reality that must be accepted.

1.3 Research Problems

By considering the background, there is a thing that could call into question. That is, what kind of campaign design theme that could encourage lots of people?

1.3 Research Objectives

Therefore, the main purpose of this research is to improve society awareness by designing poster economic inequality campaign theme. By improving public awareness, discrimination against the poor is expected to no longer occur and could make actions to help the poor. Because mankind is one and all people want to be happy. Especially by following our country's motto "Bhineka Tunggal Ika", people should realize that there are differences, but that does not make discriminations or classification.

1.4 Scope of Analysis

Even though economic inequality is not the one biggest problem which many countries have, but the author researched this study to make it clearer that this socio-economic inequality is a problem, which need to be overcome as soon as possible in author's country, Indonesia. Because as people can see in anywhere and any condition, there are so

many people who deserved better living, better job, etc. but were treated unfairly by their surroundings, even the government.

Poverty at a national level means a country may have insufficient economic resources to invest in education, health, infrastructure, political and legal systems and public institutions, which can lead to instability and civil unrest. To simplify the discussion, the economic inequality is defined as the gap to obtain or utilize the resources, which are available. Resources in this study are focused on housing. Conditions when poor people cannot live in a decent place.

In reducing this economic inequality, many people would think that money could bring everything, include happiness. But that is not the money function. Money is accepted as payment for goods and services, not happiness. Instead being given by money, they need love and job. Money is just the tool to help them.

The main goal to design poster campaign theme about economic inequality is to get social awareness. If the results later concern the level of society against economic inequality improved or not, it is not the responsibility of the author as the designer. Issues of social concern are an awareness of each community to help and to not discriminate the poor.

1.5 Target of Poster Campaign Theme Design

The targets of this poster campaign theme design are people middle to upper social status. Especially youth ages 18-22.