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CHAPTER 4 – RESULT & DISCUSSION

4.1 Reasons for Making Campaign Theme Design

Economic inequality problem is very clear in society. The gap between affluent and poor people is widening. Life of the poor is not feasible because the poor still cannot fulfill the primary needs, Below are photos of the condition and environment of the poor:

Figure 4.1 – Documentation of Observation I

Figure 4.2 – Documentation of Observation II

Figure 4.3 – Documentation of Observation III
**Figure 4.4** – Documentation of Observation IV

**Figure 4.5** – Documentation of Observation V

**Figure 4.6** – Documentation of Observation VI
Because of that, the author thinks that the poster campaign theme design should be created. The campaign theme design created in order to improve society awareness and persuade people to donate. By increasing public awareness, discrimination against the poor is expected to no longer occur and could make actions to help the poor.

**Figure 4.7 – Documentation of Observation VII**
4.2 Poster Design Philosophy

Figure 4.8 – Final Poster Design
4.2.1 The Photograph

The poster design showed condition in daily routine activities while sleeping. The photograph illustrates a poor youth who sleeps in the landfill.

The angle was taken from below and the main focus is on the legs. Because by looking at the dirty feet and injuries on a youth who sleep in the landfill, we can assume that the person spends his days on the street struggling just to live on.

4.2.2 Color

The color of the photograph is pale brown or light sepia. This is because the photograph needs a dramatic color to match the condition itself.

4.2.3 Typography

There is a strong message that aimed to the readers. The message is “KONDISIINI BUKAN KEINGINANKU. HARGAILAH!” This message will offend people who sleep comfortable to be more care with others who do not. The message becomes very clear when it is located on the below of the poster and in white box, so people will look the condition first then the message.

4.3 Poster Design Process

At first step, the author sketched a sleeping pose just to predict how the model will make a pose. Then in the landfill location, the model makes a pose as it was sketched before. The author then created a rough sketch of the model and the surrounding.
After done with the sketch, the author took the photo as a model. The photographers are the author’s friends who are not used to take some photo, moreover with DSLR camera. They just took the photo by following the author’s instructions and sketch.
By displaying the condition of the poor, society will know that this condition is exist in our surrounding and affluent people do not care, even give some bad talk about poor people like this.

To make this photograph more dramatic, digital imaging will be done in Adobe Photoshop. Contrast and highlight will be increased so that the poor condition can stand out. As for example, the shadow will be darker, the veins and wounds on the skin will be clearly visible, and the cloth is shabbier. Then, there is some masking on the background trash so that the background trash looks like a mountain of trash and on the foreground trash so that the foreground trash looks wider. And the electric pole will be deleted by using healing brush and clone stamp tool to make the sky cover up the electric pole. At
last, the final retouch is to colorize this photograph to be in light sepia color by using photo filter.

Figure 4.11 – Uncomfortable Bed Being Retouch
Then after the retouches are done, the next step is to make a composition in a single poster format on A3 sized paper. The poster message strengthened by the words addressed to the reader is “KONDISI INI BUKAN KEINGINANKU. HARGAILAH!” That text message element will take position on below of the photograph in a white box so that the readers can read the text clearly.
KONDISI INI BUKAN KEINGINANKU
HARGAILAH!

Figure 4.13 – Final Design
4.4 Reach the Target

This poster design made for increasing social awareness so that affluent people will appreciate the difference in conditions between affluent people and poor people and not do some discriminatory action anymore.

4.5 Location of the Poster

The poster will be posted at school, college, market, etc. Not in public place because in Indonesia, there will be such a problem if poster of economic inequality spread all around in public places.