



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

# CHAPTER I

## PROLOGUE

### 1.1. Background

Nowadays, parents are preparing their children's future with extra lessons and after-school activities -even after a minimum of 8 hours of study at school. Consequently, children experience a lack of rest and limited free time can make them feel stressed. Dra Ratih Ibrahim, from Personal Growth, stated that in a range of 2 until 15 years old have experienced stress, 60% of them are Grade 4 to 6 students (Ibtisam, 2017; Titania, 2016).

Based on the questionnaire conducted by the author in May 2019, 81 out of 100 children in Indonesia answered that they'd experienced feeling pressured in studying. But 80% of them do not know what stress is. With this in mind, it can be said that children who are under stress would not realize the state that they are feeling. Their respond to stress may vary from crying, angry, to loss of appetite.

Arist Merdeka Sirait, the Chairperson of the National Commission for Child Protection (*Komisi Nasional Perlindungan Anak*), stated that the main factor behind children's stress is 82.9% because of the lack of communication with their parents. This factor is followed by other internal factors like lack of rest and fail to achieve something desired, to external factors like intimidation. Even so, parents are unaware that they may contribute to their child's stress.

This statement is supported by the result of the Focus Group Discussion (FGD) conducted by the author with the parents on August 4th, 2019, where parents of elementary students admitted that they don't spend enough time with their child. They underestimate the fact that their child can experience stress, but they are willing to help if it is a concern.

When stress continues to appear, and the child couldn't handle it, the brain produces more glucocorticoids than usual. Based on Radboud Universiteit Nijmegen research in 2018, the excess amount of glutamate can lead to the death of brain cells, affecting the prefrontal cortex and hippocampus. This leads to an inability to plan, solving problems, differentiating attention, personality, and emotional development. The grey matter volume inside the brain will be decreased when it should be developing its flexibility. By the time the child hits puberty, the brain is not flexible enough to adapt to any situation under stress. With this in mind, there will be a generation of children who grew up unable to manage their stress and may have mental health issues as they get older (Tyborowska et al., 2018).

To help children to reduce their stress, parents should be aware of this situation. They can also let their children express their feelings through art therapy. Based on Mutia Ribowo, founder of ART+i Art Therapy center, said that through art therapy with the dyad approach, parents can improve the relationship with their child that can help to reduce their stress. In conclusion, the author would like to raise the parents' awareness and educate them about children's stress to help reduce children's stress through a campaign design in collaboration with ART+i Art Therapy.

## **1.2. Formulation of the Problem**

1. How to design a campaign to raise the parent's awareness and educate them about children's stress?
2. How to visualize the campaign design?

## **1.3. Scope and Limitation**

Based on the background stated, the limitations of the research are as follows:

### **1.3.1. Scope of Work**

The author is in collaboration with ART+i Art Therapy for the content of the campaign. The campaign will give a direction for the target audience to go to the ART+i Art Therapy for the further help.

### **1.3.2. Demography**

- a. Gender: Male and Female

The campaign design targets parents, regardless of gender.

- b. Age: 31 – 36 years old parents.

According to drg. Widwiono M.Kes, Director of Bina Kesertaan KB Jalur Swasta (BKKBN), the ideal age for women to conceive a child is 24 years old, but some parents may get married earlier. Which means, by the time their children is 9 years old to 12 years old or in Grade 4 to 6, their parent would be around 31 to 36 years old (Cahya, 2018).

Based on the questionnaire result supported by a statement from Dra Ratih Ibrahim from Personal Growth, children from Grade 4 to 6 are likely to have experienced pressure (Ibtisam, 2017).

c. Education background: Parents with Bachelor Degrees

Based on the interview with Tumbur Silalahi, S.Psi, a school counselor, said that parents with higher education backgrounds would likely to expect their children to be able to receive the same or better education level as them. This means they would have expectations on their children, whether in academics or non-academics.

d. Socioeconomics Status: Upper Class.

Based on Opus Creative Economy Outlook 2019 from *Badan Ekonomi Kreatif* (BEKRAF), parents from the upper class or A class spends more than 4 million Rupiah in a month, which means parents will have more budget and better chances to support their children to do extra activities after school.

### **1.3.3. Psychography**

Based on Rustika Thamrin, Spsi, CHt, CI, MTLT, a psychologist from Brawijaya Women and Children Hospital, noted that several parental behaviors might contribute to children's stress:

1. Prohibits their child to cry or show weakness.
2. Inconsistent behavior and decision making.
3. Biased and labeling on their children.
4. Lack of understanding and awareness that children can feel stress.

#### **1.3.4. Geography**

- a. Primary: Indonesia
- b. Secondary: JABODETABEK.

#### **1.4. Objective**

1. To design a campaign to raise the parent's awareness and educate them about children's stress.
2. To visualize the campaign design.

#### **1.5. Benefits**

##### **1.5.1. For the Author**

The author can apply the design knowledge that has been acquired for the past 3 years of study at Multimedia Nusantara University. This final project is made to fulfill the requirements to achieve a Bachelor of Design (S.Ds.) in Multimedia Nusantara University.

##### **1.5.2. For the Society**

The author hopes through this final project, the society can learn more about the topic chosen. The community is aware of the children's stress and stress management. The society can use this final project as a reference for the knowledge of campaign design.

##### **1.5.3. For the University**

The author hopes through this final project, the author may contribute to the development of the future thesis, research and final project conducted at Multimedia Nusantara University.