

**CAMPAIGN DESIGN ABOUT PMDD FOR FEMALE
UNIVERSITY STUDENT IN TANGERANG**



Thesis

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ART AND DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024

CAMPAIGN DESIGN ABOUT PMDD FOR FEMALE

UNIVERSITY STUDENT IN TANGERANG



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Proposed to Fulfill one of the requirements
to obtain the title of
Bachelor of Design (S.Ds.)

Marcheline Metta Suryanto

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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ART AND DESIGN

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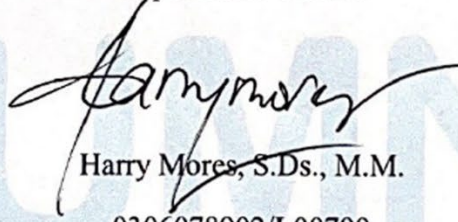
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PREFACE

This thesis delves into a complex yet often misunderstood aspect of women's health: Premenstrual Dysphoric Disorder (PMDD). As a researcher passionate about mental health and women's well-being, exploring the intricacies of PMDD has been both enlightening and challenging.

Through this thesis, the author aims to shed light on the impact of PMDD on women's lives, highlighting the significance of information accessibility to Indonesian women everywhere. By delving into the latest research, clinical insights, and personal narratives, The author hopes to contribute to a deeper understanding of PMDD among healthcare professionals, policymakers, and the general public.

This project's successful completion was made possible by the assistance, direction, and encouragement of those around the author. Therefore, the author would like to extend thanks to.

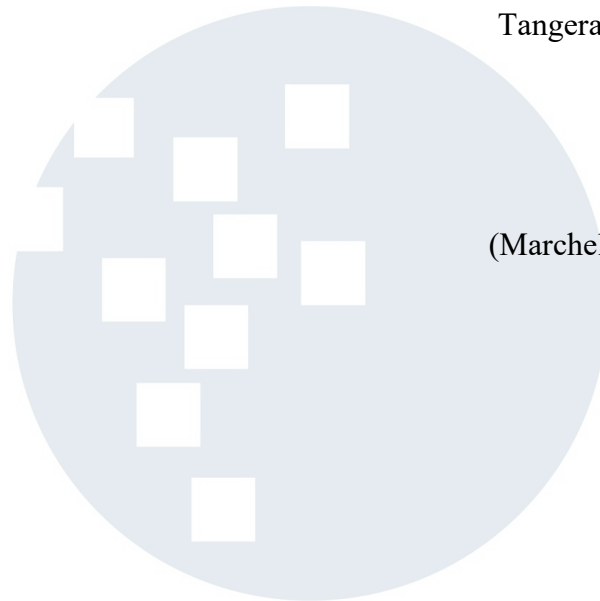
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3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of the Study Program of Universitas Multimedia Nusantara.
4. Harry Mores, S.Ds., M.M, as the Advisor who has provided guidance, direction, and motivation for the completion of this final project.
5. The people who participated in my research through interview and FGD for providing essential information about PMDD. Their insights made this research process significantly easier and more comprehensive.
6. My family who has provided material and moral support, so that I can complete this thesis.

The author hopes this thesis serves as a stepping stone for further research and advocacy for those affected by PMDD, ultimately leading to improved support and care for individuals navigating the challenges of this often-overlooked disorder.

Tangerang, May 20th, 2024



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PERANCANGAN KAMPANYE MENGENAI PMDD BAGI MAHASISWI DI TANGERANG

Marcheline Metta Suryanto

ABSTRAK

PMDD masih belum banyak dikenal, dengan mayoritas orang tidak menyadari keberadaannya. Hasil survei terhadap mahasiswa di Tangerang menunjukkan bahwa meskipun sebagian besar sudah mengenal PMS, sejumlah besar dari mereka tidak mengetahui tentang PMDD. Hal ini menunjukkan kurangnya kesadaran tentang PMDD. Mengingat kurangnya kesadaran dan pemahaman di kalangan mahasiswa tentang PMDD dan risikonya, penulis mengusulkan pembuatan kampanye yang ditujukan kepada mahasiswa perempuan berusia 18-25 tahun di Tangerang. Kampanye ini bertujuan untuk memberikan pendidikan kepada mereka tentang sifat dan potensi bahaya PMDD, dengan tujuan meningkatkan kesadaran secara signifikan dan memberdayakan perempuan untuk mengakses dukungan dan sumber daya yang dibutuhkan. Penelitian untuk proyek ini akan menggunakan pendekatan metode campuran, yang menggabungkan pengumpulan data kualitatif dan kuantitatif. Proyek ini mengikuti proses desain enam langkah Robin Landa dari bukunya "Advertising By Design," termasuk Orientasi, Strategi, Ide, Desain, Produksi, dan Implementasi. Kampanye ini menargetkan demografik yang rentan terhadap PMDD namun tidak memiliki kesadaran tentang kondisi ini. Melalui kombinasi media termasuk instalasi, sosial media, dan media cetak, kampanye ini diharapkan dapat menjangkau mahasiswa dan mengedukasi mereka mengenai PMDD.

Kata kunci: Kampanye, PMDD, PMS

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CAMPAIGN DESIGN ABOUT PMDD FOR FEMALE UNIVERSITY STUDENT IN TANGERANG

Marcheline Metta Suryanto

ABSTRACT (English)

PMDD remains a relatively unknown topic, with most people unaware of it. A survey of female university students in Tangerang revealed that while most were familiar with PMS, a significant number don't know about PMDD. This highlights a lack of awareness about PMDD. Due to this lack of awareness and understanding among female university students regarding PMDD and its risks, the author suggests creating a campaign targeting female university students aged 18-25 in Tangerang. This campaign aims to educate them about PMDD's nature and potential dangers, with the goal of significantly increasing awareness and empowering women to access necessary support and resources. The research for the project will use a mixed method approach, combining qualitative and quantitative data collection. The project will follow Robin Landa's six-step design process from her book "Advertising by Design" including Overview, Strategy, Idea, Design, Production, and Implementation. This campaign addresses a specific demographic that may be particularly vulnerable to PMDD but lacks awareness about the condition. Through a combination of media, including event installations, social media, and merchandise, the campaign aims to reach these students and educate them about PMDD.

Keywords: Campaign, PMDD, PMS

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