

CHAPTER I

INTRODUCTION

1.1 Research Background

Menstruation, commonly known as the period, is a monthly cycle of vaginal bleeding in women, signaling the body's preparation for pregnancy. If pregnancy does not occur, the uterine lining sheds, including uterine tissue and blood, which exit the body through the vagina. Alongside vaginal bleeding, women may experience symptoms such as abdominal or pelvic cramping pain, lower back pain, bloating and sore breasts, food cravings, mood swings, irritability, headache, and fatigue (medlineplus, 2017).

Premenstrual Syndrome (PMS) is a term used to describe a group of physical and psychological symptoms that occur during the luteal phase of the menstrual cycle and are clinically significant. These symptoms can cause severe discomfort but typically subside within a few days following the start of menstruation. Premenstrual Dysphoric Disorder (PMDD) is a severe form of PMS characterized by cyclic mood changes that cause significant distress and functional impairment in women of reproductive age. While PMS is not an officially recognized medical diagnosis, PMDD is included as a psychiatric disorder in the Diagnostic and Statistical Manual for Mental Disorders (DSM-6) since 2013 and also added to the International Classification of Diseases (ICD-11) under gynecological diseases in January 2023. Research indicates a high prevalence of comorbidity between generalized anxiety disorder and bipolar disorder in individuals with PMDD, and women with PMS/PMDD are at a heightened risk of suicidal thoughts and behaviors. The main burdens of PMDD include disruptions in parenting and partner relationships, as well as decreased productivity in work roles, significantly impacting both the physical and mental aspects of health-related quality of life (Gao et al., 2022; Gudipally & Sharma, 2023).

PMS and PMDD is prevalent in university student, according to Gudipally and Sharma (2023) PMDD has a significant impact on female university students, affecting their daily lives and academic performance. The prevalence of PMDD

among university students varies globally. University students are in a transitional phase, transitioning from adolescence to adulthood, pursuing higher education at universities or colleges, whether private or public, typically aged between 18 to 25 years old. This stage is crucial for their life perspectives' development and solidification. Mayor of Tangerang Arief R. Wismansyah has highlighted Tangerang's status as a prominent destination for higher education in Indonesia, boasting at least 58 universities, making it highly favorable for pursuing higher education.

PMDD remains a relatively obscure topic, with the majority of individuals lacking awareness of it. In a survey conducted among female university students in Tangerang, it was found that while 83.2% were familiar with PMS and 90.3% had experienced its symptoms, a staggering 92.9% had never even heard of PMDD. Surprisingly, 26.5% of those unfamiliar with PMDD reported experiencing its symptoms. The survey also revealed a significant lack of comprehension about PMDD, as only 7 out of 113 respondents were able to correctly answer all knowledge test questions. Most respondents struggled, answering 1-2 questions incorrectly out of 6, underscoring the limited information available on PMDD, particularly in Bahasa Indonesia.

To address the lack of awareness and understanding among female university students about PMDD, a campaign could be developed to bring awareness and educate university student in Tangerang about this topic. A campaign, as opposed to simple information dissemination, allows for a more engaging, interactive, and impactful approach. Through various activities, interactive content, and direct engagement, a campaign can attract and educate female university students more effectively. It can raise curiosity, encourage self-assessment, and prompt students to explore further. By creating a dynamic and interactive campaign, the author aims to create a sense of urgency and importance, making the target audience feel compelled to take the first step towards understanding, tracking, and managing PMDD. This multi-faceted approach

ensures that the message is not only heard but also acted upon, leading to better awareness and management of PMDD among university students.

1.2 Problem Formulation

Given the context provided, the author presents the thesis problem in the following manner:

How is the design of an effective campaign to raise the awareness of PMDD in university student aged 18-25 residing in Tangerang.

1.3 Scope Limitation

During the research process, it is essential to maintain several boundaries to achieve a more focused outcome. The suggested constraints for this project are outlined as follows:

1.3.1 Demographic Limitations

1. Age : 18-25

The age range from 18 to 25 years old is considered to be university student age group. During this stage, university students are classified as late teenagers to early adulthood. (Ariayudha, 2020)

2. Gender : Female

3. Occupation : University Student

according to Gudipally & Sharma (2023) PMS has a significant prevalence on female university students, affecting their daily lives and academic performance.

1.3.2 Geographic Limitations

1. Country : Indonesia

2. Province : Banten

3. City : Tangerang

Because of the high prevalence of PMS among university students, the author selected Tangerang as a geographic focus due to its significant number of universities, making it a key location for higher education in Indonesia, according to Jahari in Radio Republik Indonesia (2023).

1.3.3 Psychographic Limitations

1. Individuals who doesn't know about PMDD
2. Individuals who are confused about the difference between PMS and PMDD
3. Individuals who have significant others who are diagnosed with PMDD

1.4 Research Objectives

The aim of the project is to design a campaign to raise the awareness about PMDD to university student in Tangerang aged 18-25.

1.5 Research Benefits

Drawing from the concerns outlined in the background, problem formulation, and objectives, the benefits of the informational media design are as follows:

1.5.1 For the Author

The development of this concluding project will broaden the author's perspectives in graphic design, illustration, as well as deepen their understanding of PMS, PMDD, and women's behavior. Designing a campaign for this project will challenge the author to apply their design knowledge and develop problem-solving skills throughout the design process.

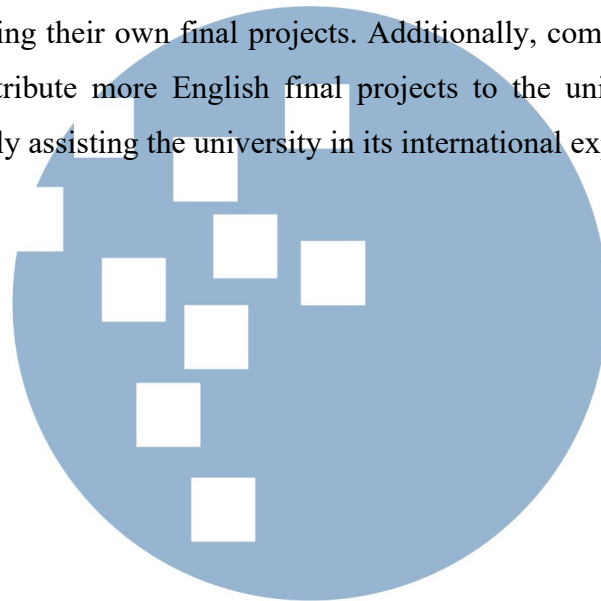
1.5.2 For the Public

Creating the campaign will raise awareness of PMDD among the general public. This initiative seeks to increase the diagnosis rates of PMDD among women and provide the general public with the essential knowledge

to support women with PMDD. Additionally, it will improve public awareness of the significance and risks of PMDD, facilitating women in accessing the necessary medical care.

1.5.3 For the University

This concluding project would serve as a guide for future students undertaking their own final projects. Additionally, completing this project will contribute more English final projects to the university's portfolio, potentially assisting the university in its international expansion.



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