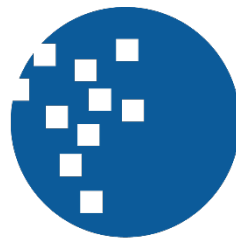


**PROMOTIONAL DESIGN FOR
SAHABATKU: COUNSELING SERVICE APPLICATION
FOR INDONESIAN ADOLESCENTS AGED 13-18 LIVING IN
QATAR**



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

**PROMOTIONAL DESIGN FOR
SAHABATKU: COUNSELING SERVICE APPLICATION
FOR INDONESIAN ADOLESCENTS AGED 13-18 LIVING IN
QATAR**



Proposed to Fulfill one of the requirements
to obtain the title of
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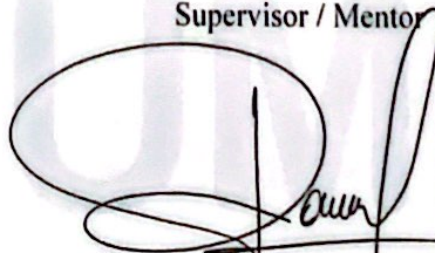
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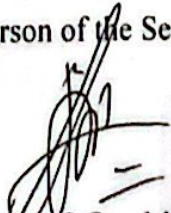
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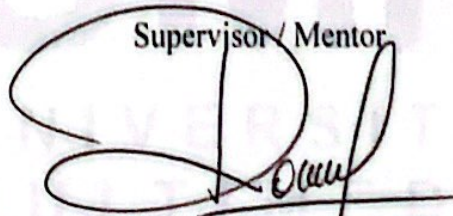
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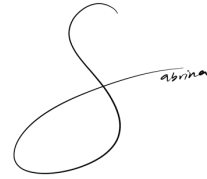
First of all, I would like to express my sincere gratitude to God Almighty, who has blessed me during the whole process of this final project from beginning to end which aims to fulfill the requirements for achieving a bachelor's degree. The help, prayers, and support given by everyone around me are certainly encouraging and I will always appreciate it until the very end.

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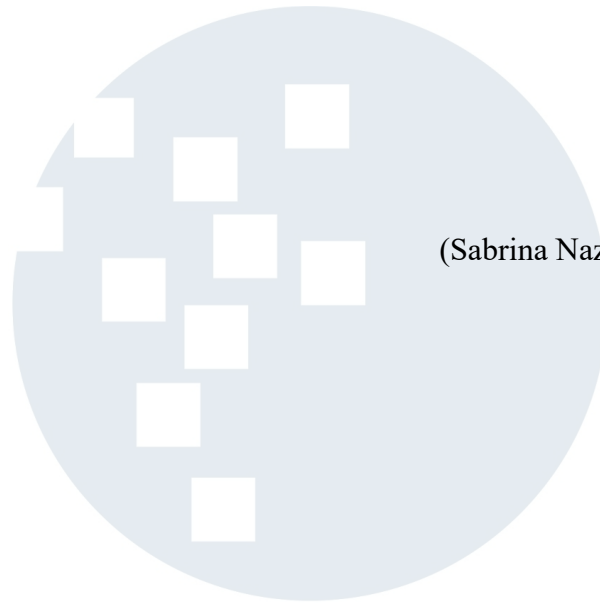
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Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 14 June 2024



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**PERANCANGAN MEDIA PROMOSI APLIKASI LAYANAN
KONSELING: SAHABATKU UNTUK REMAJA INDONESIA USIA
13-18 YANG TINGGAL DI QATAR**

(Sabrina Nazwa Aulia Adriana)

ABSTRAK

Masa remaja dianggap sebagai masa transisi dari masa kanak-kanak ke masa dewasa yang melibatkan perubahan fisik, kognitif, emosional, atau bisa disebut sebagai perubahan tubuh dan pikiran. Dengan sekitar 39.00 warga Indonesia yang tinggal di Qatar, sekitar 8% hingga 9% di antaranya termasuk golongan generasi muda di bawah 20 tahun. Sebagian besar dari mereka pindah ke Qatar karena pekerjaan orang tuanya, yang berarti, mereka harus beradaptasi di negara yang sama sekali berbeda, mulai dari budaya dan kepercayaan. Menghadapi perubahan yang drastis dengan kurangnya dukungan dapat berdampak buruk kepada kesehatan mental remaja. Meskipun layanan kesehatan mental kini semakin banyak ditemukan di Qatar, tidak ada layanan yang menyediakan sistem pendukung seperti Sahabatku. Sahabatku didirikan oleh Yayasan Sahabatku Mitra Pemuda sebagai salah satu upaya untuk memberikan layanan konseling psikologis online bagi remaja Indonesia di luar negeri tanpa perlu mengeluarkan biaya. Meskipun fitur-fitur yang ditawarkan sangat bagus, informasi mengenai aplikasi/organisasi tersebut masih belum banyak diketahui oleh remaja Indonesia yang tinggal di Qatar. Oleh karena itu, dengan merancang media promosi yang efektif, Sahabatku bisa diketahui oleh remaja-remaja Indonesia di Qatar.

Kata kunci: Media Promosi, Layanan Konseling, Sahabatku, Remaja Indonesia, Qatar

**PROMOTIONAL DESIGN FOR SAHABATKU: COUNSELING
SERVICE APPLICATION FOR INDONESIAN ADOLESCENTS AGED
13-18 LIVING IN QATAR**

(Sabrina Nazwa Aulia Adriana)

ABSTRACT (English)

The period of adolescence is considered a period of transitioning from childhood to adulthood which involves physical, cognitive, and emotional changes, changes in the body and mind among other things. With around 39,000 Indonesian citizens living in Qatar, around 8% to 9% of them are young generations below 20. Most of which moved to Qatar due to their parents working there, which means adapting to an entirely different country, with different cultures and beliefs. Being exposed to unfavorable social circumstances and lack of support can have a negative impact on the mental health of adolescence. While mental health services are becoming more and more apparent in Qatar, none of them provides a support system unlike Sahabatku. Sahabatku was founded by the Sahabatku Mitra Pemuda Foundation as a way to provide online psychological counseling services for Indonesian adolescents abroad without the cost of paying. While the features offered are great, information about the application/organization is still unknown to many Indonesian adolescents living in Qatar. As a result, creating effective promotional materials to promote Sahabatku will be the main focus.

Keywords: *Promotion, Counseling Service, Sahabatku, Indonesia Adolescents, Qatar*

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