CHAPTER I

INTRODUCTION

1.1 Research Background

The period of adolescence is considered a period of transition from childhood to adulthood which involves occurring changes in the body and mind among other things. This transitioning period certainly brings up the concept of mental health because of the changes the body and the mind go through. According to (Saputro, 2018), teenagers at the age of 12 – 18 years or in this case the group of people going through adolescence, are expected to adapt to the changes they are experiencing around them emotionally to train their mind and overcome difficulties in the future. Ideally having a healthy mental wellbeing is what any psychologists would expect from any of us, but the reality is, with so many things changing around us such as the internet, most people at some point in their life will or would have gone through mental health problems.

One example of a big change is moving to a whole different country, most of which either has to do with work or education. The huge differences in environment, culture, religion, and language can have a huge impact on someone's mental health. According to the 2024 population report cited from global media insight, expatriates or in this case immigrants makes up majority of the entire population in Qatar, making up approximately 88.4% of the population, which is equivalent to around 2.76 million people. As per May 2023, there are approximately around 23,551 Indonesian citizens living in Qatar, which makes up a small portion of the Qatar population and is still growing till this day. Although the exact number of Indonesian adolescents living in Qatar are unknown, we can still conclude that expatriates make up more than half of the entire Qatar population, making it an essential data for this final project.

Although moving is exciting and opens new opportunities, finding your way through it all can lead to bumps along the road. Izza Alyssa shared the story of her moving to Qatar at a very young age through an article and mentioned how she

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found it difficult trying to adapt. She lived in a town called Al-Khor, where there were many Indonesians living there, amongst other nationalities. Although they all came together from different places, they all felt like a bunch of third culture children who were finding a place where they truly belonged. She always struggled to find people or support that relates to her situation, not until she connected with other Indonesians living in Qatar. From the phenomenon above, it was concluded that the adaptation process is not that easy and that having a companion that understands your situation and relates to it, that would have helped a great deal of us teenagers and will help those who are currently in that exact situation.

For most teenagers, they tend to distance themselves or keep to themselves when it comes to expressing problems. Especially since Qatari society considers mental health challenges to be taboo, teenagers find it difficult to open up. And although Qatar has made significant investments in the development of its healthcare system, including its mental health services, they lack easy access to mental health services that are targeted for adolescents, with only two available outpatient facilities that are specific to children and adolescents and without the cost of paying for psychological counselling. Alternatively, Indonesian teenagers can redirect their mental health problems by using a counselling service application that is based in Indonesia as their solution to expressing their mental health problems called Sahabatku.

Sahabatku is an application that provides online psychological counselling services with a mission to provide a comfortable and safe place for people to talk about their mental health problems without the cost of paying. Unfortunately, with its great benefits and easy access, information regarding the application is still unknown to many Indonesian adolescents living in Qatar. With Sahabatku they can have a companion that understands the difference in culture, environment, and language and how to handle the adaptation process. And if we observe how adolescents nowadays behave online by sharing personal struggles on social media, having an application that can help them receive emotional support from professionals, as a result, promoting the Sahabatku app to Indonesian adolescents

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living in Qatar is the focus of this final project. More specifically promoting through their Instagram since it is one of their main sources of promotion, with an addition of their website and Facebook as their secondary source of promotion.

1.2 Problem Formulation

Based on the problem identification that has been described previously in the background, the problem formulation would be focused on:

With its great benefits, the Sahabatku application lacks promotional materials that is effective.

As a result, the writer has concluded the question based on the problem statement below:

How to design an effective promotional media to promote Sahabatku as an application that provides counseling services?

1.3 Scope Limitation

Based on the problem identification that has been described in the background and problem formulation, the writer forms the scope limitation as follows:

1. **Focus/scope**

   The focus of this final project will be designing the promotional media for the Sahabatku application. Such media includes their social media includes their social media platform, and official website to promote the application.

2. **Target Audience**

   a. Demographics

      i. Age: 13-18 years old (adolescents)

      ii. Final Education: Middle School – High School

      iii. Gender: Male & Female

      iv. Economic Status: SES B

      v. Citizenship: Indonesian citizens living in Qatar (primary).

         Indonesians living abroad (secondary)

   b. Geographics

      Designing effective promotional materials for the Sahabatku application/organization will specifically target Indonesian adolescents

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currently living in Qatar as the primary geographic and Indonesian adolescents living abroad as the secondary geographic. The previous information is assessed based on the level of knowledge regarding the Sahabatku application/organization via their social media.

c. Psychographics

    i.   Prioritizes a healthy mental wellbeing

    ii.   Have a desire to continuously improve and develop to be a better person

    iii.   Seeks to get professional help regarding mental health problems that are disturbing their day-to-day life

    iv.   Recently moved or in the process of adapting

    v.   Feels more comfortable talking via online

    vi.   Needs easy access to counseling services at any given time

    vii.   Active on social media

1.4 Research Objectives

Based on the identification of the problem that has been described in the background and problem formulation, the final aim of this final project is to design effective promotional materials by utilizing already existing platforms made by Sahabatku to promote their application that provides free psychological counseling services for adolescents suffering from mental health problems, while at the same time maintaining the Indonesian culture within them.

1.5 Research Benefits

Through this final project, the writer hopes that the outcome can be beneficial for many people. The benefits can be categorized through a few categories:

1. Benefit for the Writer

The proses of creating this final project will serve as a very important aspect in the writer's life and education, as it will be the time where the writer is using all the previous knowledge acquired in the previous 3 years and compiling them into this final project. This final project will benefit the

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writer's future by training to be a problem solver and stepping out of the comfort zone. The writer hopes that by the end of this final project, the writer can see positive progress being made to become a better person emotionally and creatively.

2. Benefit for Others

By the end of this final project, the writer hopes that those in need, those suffering through mental health problems, those seeking help, those in need of a good listener can use the outcome from this final project as a platform to fulfill all those needs. The writer most notably hopes that together we can help build a better future for our descendants and build an environment where everyone is indeed a friend.

3. Benefit for Sahabatku

As this final project is solely focused on promoting Sahabatku, the writer hopes that from this final project, Sahabatkku can reach more audiences nationally and internationally and that people can benefit from using the application. The writer also hopes that from this final project, Sahabatku can develop into something greater than before.

4. Benefit for the University

From this final project, the writer hopes that it can help the university gain more attention from others as being the place that helped the writer through the process. It can also be a reference that students can use when in need of research regarding the same concept. Lastly, the writer hopes that it can positively spread the university's name out into the world.