

CHAPTER III

RESEARCH METHODS

3.1 Data Collection Technique

Research methodology is the writer's way of obtaining data with the aim that the research results obtained can help the hypothesis deemed valid. According to Sugiyono (2012), research methodology is considered a scientific way to collect data with the aim of describing, proving, developing and discovering knowledge and theories in order to understand, solve and anticipate problems in human life. In general, there are three research methods that are commonly used: quantitative research, qualitative research, and mixed research methods which is a combination of both quantitative and qualitative research. According to another scholar research methodology can also be defined as a science that explains and reveals social and natural phenomena in everyday life, through the use of orderly, systematic procedures that may be applied scientifically. A research methodology offers research credibility and produces scientifically sound results. It also includes a clear plan that helps researchers stay on track, making the process more efficient, productive, and manageable. It also functions as way to inform the reader about the strategy and procedures utilised to obtain results.

For this final project, the writer will be using the mixed research methods or a combination of both quantitative and qualitative research. The quantitative method that the writer will use is in the form of a questionnaire, while the qualitative method is in the form of interview, existing studies and reference studies. For the quantitative research, which is in the form of a questionnaire, it is conducted via through google forms. For the purpose of validating the hypothesis, the questionnaire was targeted for Indonesian adolescents within the age limit of 13 – 18 years old currently living in Qatar. As for the interview, the writer uses this method as a way to obtain a deeper understanding regarding the topic and to gain a new insight as to the hypothesis. The interview was conducted via online and supported with a documentation in the form of a screenshot. Initially, the writer

opted to interview two sources, one of which plays a role as one of the co-founders of Sahabatku and the other source being one of the counselors on the application, however as most of the people working at Sahabatku are professional psychologists, the writer ended up conducting one interview with Mr. Mohammad Chalid, one of the co-founders of Sahabatku, a professional psychologist, as well as the team leader for Sahabatku. Additionally, the writer conducted a second interview with one of the users of the Sahabatku application to gain an in-depth information regarding the user's experience using the application/service.

3.1.1 Interview

According to Sugiyono (2016:194), interviews are used as a data collection technique when the researcher wants to conduct preliminary study to find the problems that must be researched and also if the researcher wants to gain a new perspective regarding the phenomenon in more depth. The interview method often involves asking open-ended questions between the researcher (interviewer) and the source (interviewee) aimed at obtaining information, opinions and data. In this case, the writer initially decided to conduct a few structured interviews with several sources. The first one being with Ms. Ika Malika who happens to be one of the Co-Founders of Sahabatku, as well as a certified psychologist, while the second interview is with Ms. Mardiana Hayatai Solehah who plays a role as one of the many counselors on the Sahabatku app with a goal to gain insight on a counselors' perspective in dealing with adolescence. However, after a discussion with the Sahabatku team, the writer ended up conducting two interviews, one with one of the Co-Founders of Sahabatku, who also plays the role of team leader and psychologist and the other one with a user of the Sahabatku application.

1) Interview with Co-Founder & Psychologist of Sahabatku

The interview was conducted with Mr. Muhammad Chalid Bahar, S.Psi., M.M., on Wednesday, 21 February 2024 via zoom call. Mr. Muhammad Chalid plays a role as one of the co-founders, the team leader, as well as a certified psychologist at Sahabatku. The goal from this interview was to

gain a deeper understanding about the Sahabatku organization, as well as their application and gain an insight as to their perspective regarding the promotional strategies of their application.

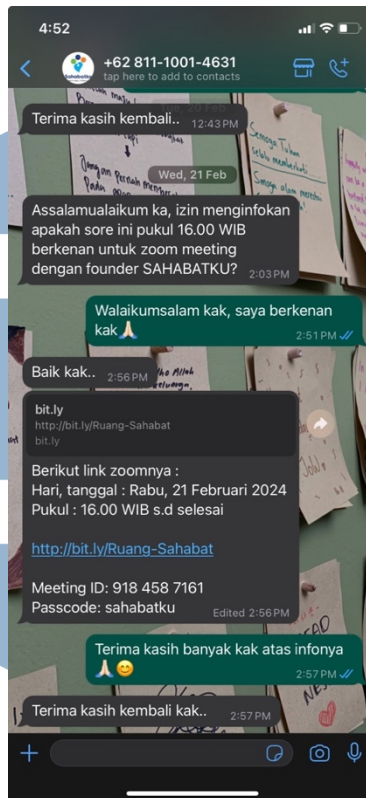


Figure 3. 1 Message proof scheduling zoom interview with source.

During the interview, he mentioned a lot of new information about Sahabatku, one of which being the history or the backstory as to why the application was first made. The initial idea first came when studies showed that adolescents were getting less and less attention from their parents prior to moving to a new country, on top with external problems, which as a result, made the adolescents uncomfortable to speak up about any problems they were having externally or internally. They wanted to create a place where adolescents can safely talk about any problems they may be experiencing, access it at any time and have someone there for them to listen. When creating the idea of the application, they targeted adolescents, young adults, and parents in mind, because if someone is surrounded by people who have

a good understanding on mental health and how to cope with mental health problems, it'll help with the adolescents during their developmental stages. When asked about their vision and mission from creating the application, their vision is to be the leading technology-based psychology counseling service with a one-stop service concept. The one-stop service concept they have allows a one-on-one session with users to evaluate their problems and find solutions to it. These sessions are usually a two-day session via chat, which is free of charge for anyone who uses it. However, they do offer other sessions for people who may want to do a longer session. Other than via chat, they offer sessions via zoom call, and via offline at their clinic. Sahabatku not only focuses on the development of adolescents, but they also cater to help young adults and parents gain a deeper understanding about mental health and how to cope around it. Sahabatku also offers other programs cater to self-development such as psychology tests, psychoeducation, and most notably, youth fantastic journey.

Youth fantastic journey is a self-development program or retreat targeted to Indonesian adolescents living abroad as way to combine culture, religion, and self-development into one program. This program helps those living abroad stay in tune with Indonesian culture, as well as religion, while learning about self-development. Although initially they focused on adolescents and young adults living in Indonesia, they now have users from all around the world like Malaysia, Hong Kong, France, and Qatar. Sahabatku also helps those with special needs, as well as disabilities. Mr. Muhammad Chalid also mentioned about the media they currently have. In terms of the website, it is clearly underdeveloped and needs updating, same goes for the application. He feels as if it could use a more updated look. In terms of their social media, engagement seems to be the main problem that they're facing. He mentioned that with the number of followers there is and with all the content they put it, the engagement doesn't align with the

number of followers. Overall, after conducting this interview, the writer gained a lot of new information that will be beneficial for this final project.

2) Interview with Sahabatku User (Based in Indonesia)

In order to gain a deeper insight in regard to the application itself, the writer decided to conduct another interview, this time with a user of the Sahabatku application. This interview was conducted with Ms. Rara on Friday, 31 March 2024 via Twitter chat. The goal from this interview was not only to gain a deeper insight on the user's experience using the application, but to also gain an insight in regard to their opinions about the existing promotional materials Sahabatku has and how it can be improved.

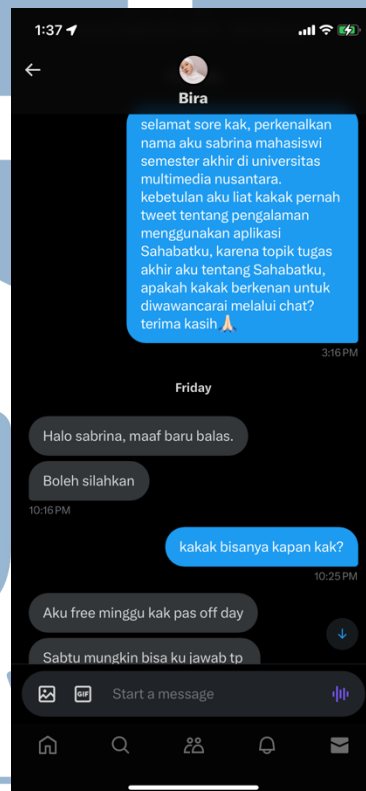


Figure 3. 2 Message proof scheduling online interview with source.

During the interview, she mentioned that she first discovered the application through her psychologist and although not regularly, she uses the application on an occasional base and when she needs to consult about her personal problems, outside of her sessions with her psychologist. When

asked in regard to her experience with the application, interacting with the counselors, she mentioned that she has had only positive experiences from the application and that the counselors were supportive and compliant when it comes to providing advices or solutions to the problems. Though, the one thing to take from her experience is that, using the application means you have to have a lot of patience when awaiting for a reply, because the counselors do take a lot of time to observe, evaluate each of the problem and provide with the right solution, and so for people who may be impatient, this can be taken into consideration when using the application. However, she said that the waiting time is worth it because the counselors always provided her with the right solutions to her problem, and that while waiting for a reply, she sometimes uses their other features like the quizzes, or read the articles, and videos about mental health. Overall, her experience using the application first handedly was positive. The second the portion of the interview was mainly focused on the users' opinions regarding the existing promotional materials that Sahabatku has. When asked whether she knew of the existing promotional medias, she responded with a yes, however she mentioned that only their Instagram platform stood out in comparison to the others. In a glance, she also mentioned that the content in general was very informative and useful and from the design it stood out a lot.

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3.1.2 Existing Studies

Existing studies are a method of collecting data by using previously existing data. This method is often used to analyze several similar objects that have a direct link to the certain topic chosen with the aim of finding out the strengths and weaknesses from each object. For the objects itself, the writer will conduct a study on existing mental health services, more specifically counseling applications that have already existed such as: Halodoc, Mitra Riliv, and Alodokter. To analyze, the writer will use SWOT analysis in a form of a table which consists of comparing the strengths, weaknesses, opportunities, and threats of each application. Additionally, the writer will compare how each brand's content is different from each other, thus its strengths and weaknesses.

1) Halodoc

Halodoc is a secure health-tech platform dedicated to making healthcare more accessible by connecting millions of individuals with licensed doctors, insurance, labs, and pharmacies through a single mobile application. Halodoc's innovative technology, agile services, and patient-centric approach provide a variety of options, including 24/7 doctor teleconsultation via chat, voice, or video call; medicine purchase and delivery; lab services; and strong customer support. Other than providing easy access to healthcare, Halodoc also provides other health services such as skin health, animal health, and most notably, mental health. As of currently, HaloDoc utilizes their official website, social media platforms like Instagram, Facebook, Twitter, and YouTube as their main media for promotion. Since 2016, Halodoc has been committed to promoting wellness that is reflected in the comprehensive range of health solutions, covering preventive to curative approaches, all within a single application.

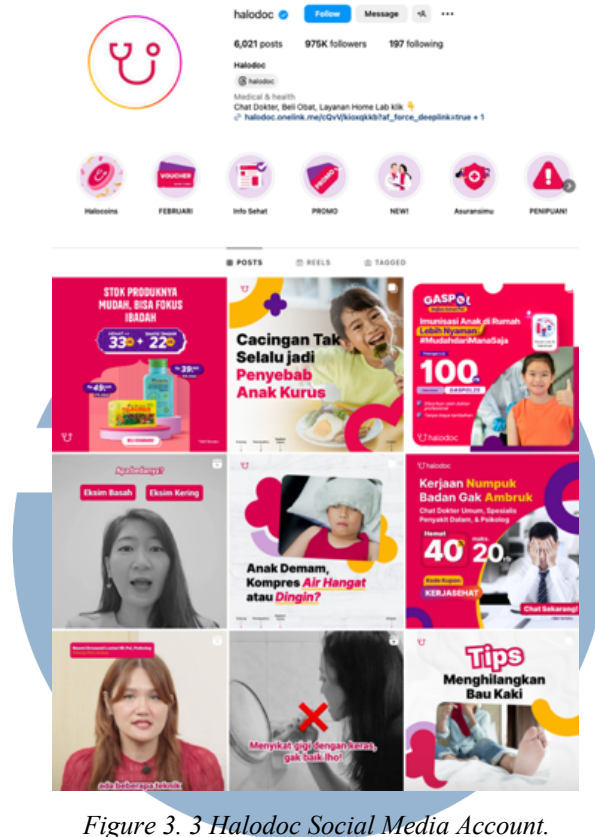


Figure 3. 3 Halodoc Social Media Account.

From the figure above, we can see that Halodoc pays a lot of attention to detail regarding the content they publish. Since Halodoc focuses more on healthcare in general, they have a variety of content ranging from gut health, skin health, and mental health. Their social media also represents the brands' visual identity, meaning all their content are in unity with each other, hence the consistency. The contents also range from video reels, to memes, to dos and don'ts. Overall, their social media is both visually appealing but still convey key messages.



Figure 3. 4 Halodoc Mental Health Content (1).

The figure above shows one of the many contents related to mental health that Halodoc published. The focus of this content was to educate the audience about the importance of mental health. The content uses a mix of both text and illustrations to convey the message. And for most of their content that has multiple slides, they tend to start with a hook line at the beginning. In this case, the hook line was “*generasi hebat, dimulai dari mental yang sehat*”. As a result, this hook line can effectively attract audiences in reading the rest of the content.

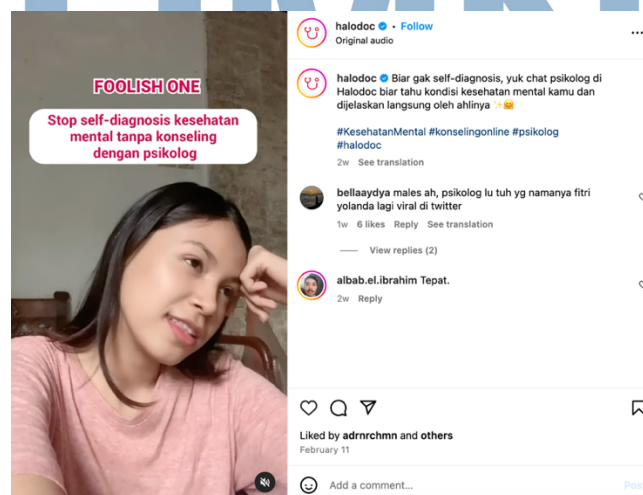


Figure 3. 5 Halodoc Mental Health Content (2).

Other types of content they publish is in a form of video reels. The one above for example uses an idea/concept that is currently trending on social media to convey the content message. The content above uses text as well to convey the message, in this case, the message they're trying to convey is to help persuade audiences to stop self-diagnosing their mental health without counseling with a professional.

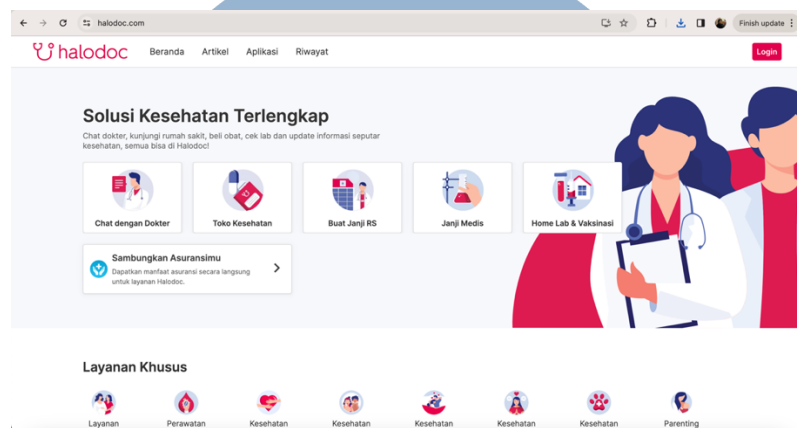


Figure 3. 6 Halodoc Official Website.

Other than their social media account, Halodoc utilizes their official website as one of their promotional media. The website is easy to navigate and just like their social media, it uses the same visual appeal to create unity. Notably, their official website uses a tagline as their main hook that says “solusi kesehatan terlengkap”. The tagline not only acts as a hook, but it also positions the brand differently amongst others. Their tagline imposes that they see their brand as a solution that caters to all health problems.

Table 3. 1 SWOT Analysis of Halodoc Promotional Media.

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> - Visual identity is consistent throughout. - Utilizes video, text, and images to convey their message. - Content can be easily accessed and differentiated. - Utilizes their official website as a media of promotion. 	<ul style="list-style-type: none"> - Number of contents about mental health is not as much compared to others. - Doesn't necessarily focus on mental health.

- Positions themselves as a solution that caters to all thing's health.	
<i>Opportunities</i>	<i>Threats</i>
- Separate clinical and mental health contents.	- Too much content about health in general, meaning the audience may not use Halodoc when they need mental health consultations.

2) Riliv

Riliv is an online counseling platform that connects people suffering through mental health problems with professional psychologists through text for anyone who wants to do a consultation. Riliv has a vision to create a peace of mind and bring smiles to everyone, while its mission is to provide mental health services and education in a way that is effective, efficient, and accessible anytime and anywhere. Riliv is not only a text-based therapy for people with mental health problems, but Riliv combines both clinical treatments with daily habits that help produce real changes in the users' life such as meditation or exercising. As of currently, Riliv utilizes social media platforms like Instagram, Twitter, TikTok, Facebook, and YouTube, as well as an official website as their main media for promotion.

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Figure 3. 7 Riliv Social Media Account.

From the figure above, we can see that Riliv also pays attention to detail regarding their social media content. Looking at the whole page, we can see that Riliv uses the same identity all throughout their content, which ties it all together. They mostly use text and illustrations to convey their message. Although it is aesthetically pleasing, audiences may struggle with finding the right content that cater to their needs. Most notably, they tend to use quotes as their hook. However, since most of their content relies heavily on text, depending on the information trying to be conveyed, some audiences may not retain all that information and stay away from reading excessive texts.

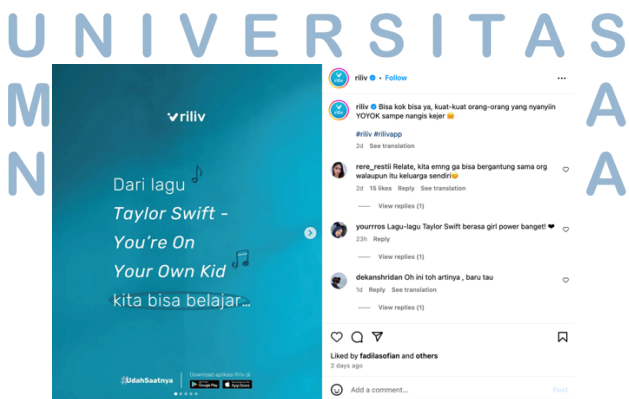


Figure 3. 8 Riliv Mental Health Content (1).

The figure above shows one example of their content. This content focuses on the meaning of a popular song lyric, in which audiences can relate and learn something from it. For some people, song lyrics can represent what someone is going through, and for others, they learn a beneficial lesson from it.

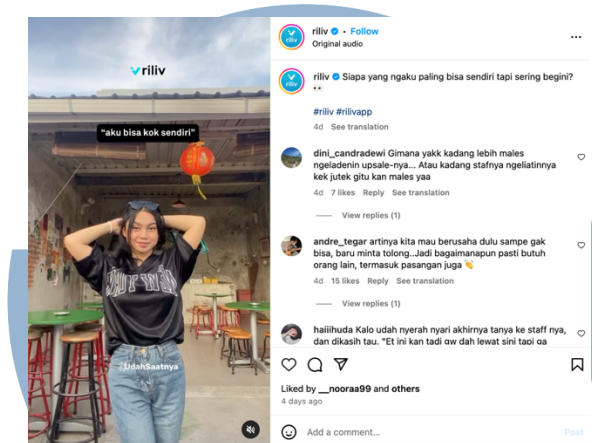


Figure 3. 9 Riliv Mental Health Content (2).

Although most of their content utilizes both text and illustrations, they do publish content in the form reels from time to time. Similar like the content described for Halodoc, this content uses a concept that is trending on social media to convey the content message. By using trends that are trending on social media, it gives a sense of empathy to the audiences, because then they have something to relate to.

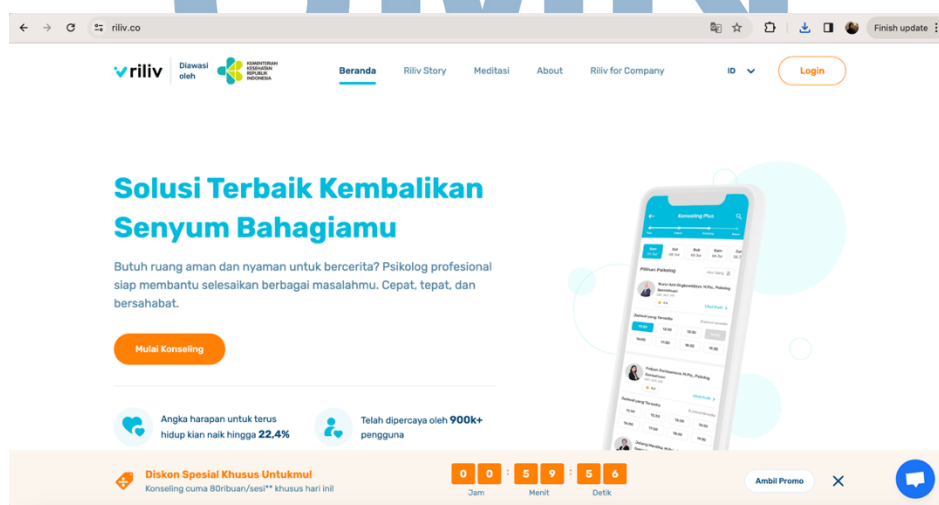


Figure 3. 10 Riliv Official Website.

Other than their social media account, Riliv utilizes their official website as one of their promotional media. Their website is relatively easy to access and navigate according to their specific needs. However, as opposed to their social media content, their website shows a cleaner look. Like the previous website, their official website uses a tagline as their main hook that says “*solusi terbaik, kembalikan senyum bahagiamu*”. The tagline not only acts as a hook, but it also positions the brand differently amongst others. As opposed to the previous brand, Riliv positions itself as the best solution in returning peoples’ smiles. What’s important to takeaway is that, although having a social media account is beneficial in promoting the brand, utilizing an official website can also help support promote the brand. Having an official website can also impose good credibility and reliability for the audience.

Table 3. 2 SWOT Analysis of Riliv Promotional Media.

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> - Visual identity is consistent throughout. - Utilizes video, text, and illustrations to convey their message. - Utilizes their official website as a media of promotion. - Positions themselves as the best solution in bringing someone’s happy smile back. - Holds seminars as a form of promotion. 	<ul style="list-style-type: none"> - Each content may be difficult to differentiate. - Focuses mainly on text, meaning there is an assumption that audiences won’t read the information.
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> - Differentiate between each content. - Maybe combining other visual elements to support differentiating the contents. 	<ul style="list-style-type: none"> - There’s not enough illustrations or images that can help support the message for which the content is based on.

3) Alodokter

Alodokter is considered to be the number one digital health platform in Indonesia with more than 30 million active users every month. Since 2014, Alodokter has excelled in providing health information that is accurate, easy to understand, and accessible to anyone, anytime, and anywhere. Like

Halodoc, users have the option to consult with professional psychiatrists and psychologists. Apart from venting about mental health problems, users can also use the application to consult regarding health issues with specialist doctors. As of currently, Alodokter utilizes social media platforms like Instagram, Twitter, Facebook, and Youtube, as well as their official website as their promotional media. Alodokter imposes two main missions: the first one being the most comprehensive health services at every step of the users' medical journey. Alodokter provides five main features that are useful for Indonesians to make the best decisions regarding health both personally and for their family. The second mission is, easy and fast access for the future of health in Indonesia, while still providing high quality care.

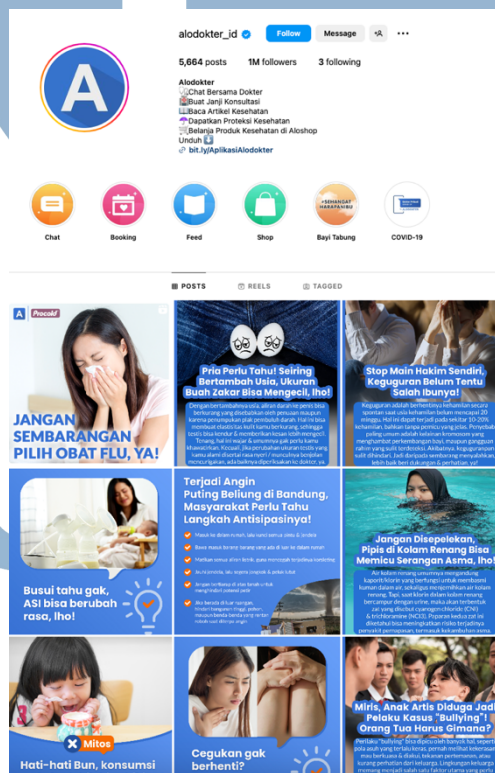


Figure 3. 11 Alodokter Social Media Account.

From the figure above, we can see that Alodokter also pays attention to detail regarding their social media content. Judging from the whole page, we can see that Alodokter uses the same visual identity consistently all throughout. Similar to Halodoc, Alodokter uses a combination of text,

images, and sometimes illustrations as a way to convey the message. However, they have the same problem with Halodoc when it comes to their social media content. Because Alodokter mainly focuses on health in general, finding content that is dedicated to mental health may be difficult as opposed to the content published by Riliv. In addition, although their content combines a mix of images, text, and illustrations, it seems as though for most of their content is heavily focused through text. And judging by the amount of text they use; we can assume that most of the information aren't even being read.



Figure 3. 12 Alodokter Mental Health Content (1).

The figure above shows one example of their mental health content. Similar to the content published by Halodoc, Alodokter uses a combination of text and images when trying to convey a message. Most notably, however, the content itself is simple and easy to understand, but if we look at the caption, most of the information they're trying to convey is through the caption. So as a result, although the content is simple and easy to understand, if most of the message is conveyed heavily through the caption, we can assume, audiences won't read it. If they were to publish multiple slides within the same content, there is a higher chance the message is delivered efficiently.

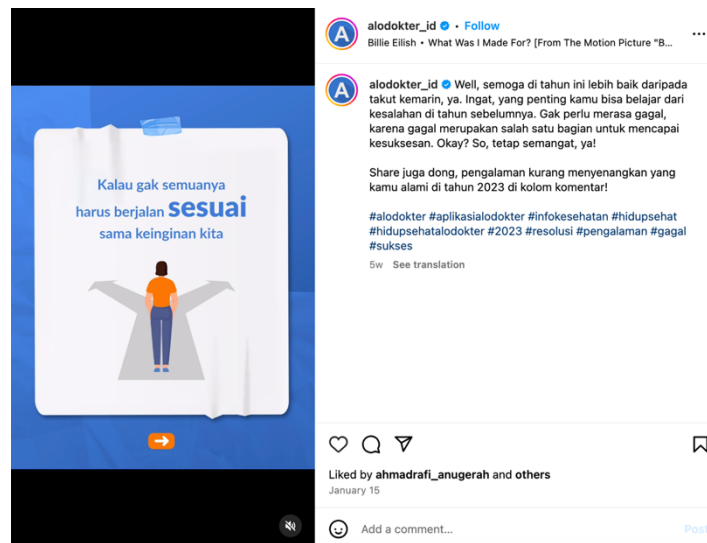


Figure 3. 13 Alodokter Mental Health Content (2).

Although most of their content utilizes both text, images, and illustrations, they do publish content in the form of reels from time to time. The figure above shows an example of a video animation that is conveying the message of moving forward even when things don't go our way. The content utilizes text and illustrations in conveying the message which makes the whole content more engaging.



Figure 3. 14 Alodokter Official Website.

Other than their social media account, Alodokter utilizes their official website as one of their promotional media. Their website is relatively easy

to access and navigate and contain the most basic of information's. however, as opposed to their social media content, the visual appeal on their website is still lacking. Meaning it lacks the aesthetic appeal and doesn't really represent the brand as much. They do however try to represent the brand through their tagline. Their official website uses the tagline "layanan cepat dan tepat", which like the previous ones, acts as a hook. It also positions the brand differently amongst others. In this case, Alodokter positions their brand as a fast and accurate solution to cater any health needs.

Table 3. 3 SWOT Analysis of Alodokter Promotional Media.

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> - Visual identity is consistent throughout. - Utilizes video, text, and illustrations to convey their message. - Utilizes their official website as a media of promotion. - Positions themselves as a fast and accurate solution to cater any health needs. - Has been around since 2014 in website format. 	<ul style="list-style-type: none"> - Each content may be difficult to differentiate. - Focuses mainly on text, meaning there is an assumption that audiences won't read the information.
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> - Differentiate between each content. - Maybe combining other visual elements to support differentiating the contents. 	<ul style="list-style-type: none"> - Too heavily based on health in general, and doesn't focus on mental health, so we can assume Alodokter will be at the bottom of the list when someone seeks psychological counseling.

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3.1.1.1 Conclusion

After conducting research using interview and existing studies, it has finally reached a conclusion that the phenomenon stated as a hypothesis is true, stating the fact that in comparison to other applications that are more well known, Sahabatku lacks unity in terms of their visual identity in their promotional medias like social media and their official website. After conducting the interview, it is concluded that Sahabatku needs an update with their visual, especially with their social media content which has been stated as one of their promotion problems which is lack of engagement. On the other hand, after conducting existing studies to compare three other applications that functions as a mental health service/counseling service, it is concluded that utilizing both social media platforms and website will impact the way the user perceives the application itself. It is also important in creating a visual that is both unique but also functional. If we look at the social media content for the other applications, we can see that they all have one visual characteristic or identity that is spread all throughout the content and on their website. So, in conclusion, with the rate of mental health problems rising, awareness about easy access to mental health counseling services like Sahabatku should be more promoted, especially if the application offers counseling that is free of charge.

3.1.3 Reference Studies

In addition to the use of existing studies, the writer has opted to use a few reference studies as means to be used as a reference for the design process. Referencing in general is how you acknowledge the source of information you have used (referred to) in your work, or in this case is referencing another designers' work as a reference for what the outcome will be based on, whether it be the visual style of the layout or etc. for the few references studies the writer has chosen revolves around potential visual styles, layout, content ideas, and potential copywriting styles that will be used for the design process.

1) Socialconnect.id

Social connect is considered one of the largest mental health communities in Indonesia that consists of a team of content management, medical team, and activities for all its members. Founded in 2019, social content started as a social project with the aim of sharing stories and content about mental health and has continuously gained new followers each year. Social connect became an early pioneer in building mental health-based communities in Indonesia. In this case, if we look at their Instagram briefly, they have consistency in terms of their visual style all throughout their content. Additionally, they use illustrations for some of them and they all look very similar to each other. Each of their contents are easily readable and distinctly different from each other, making it easier for users to find the right information. The human illustrations used makes the whole content more fun to read, and easily identifiable.

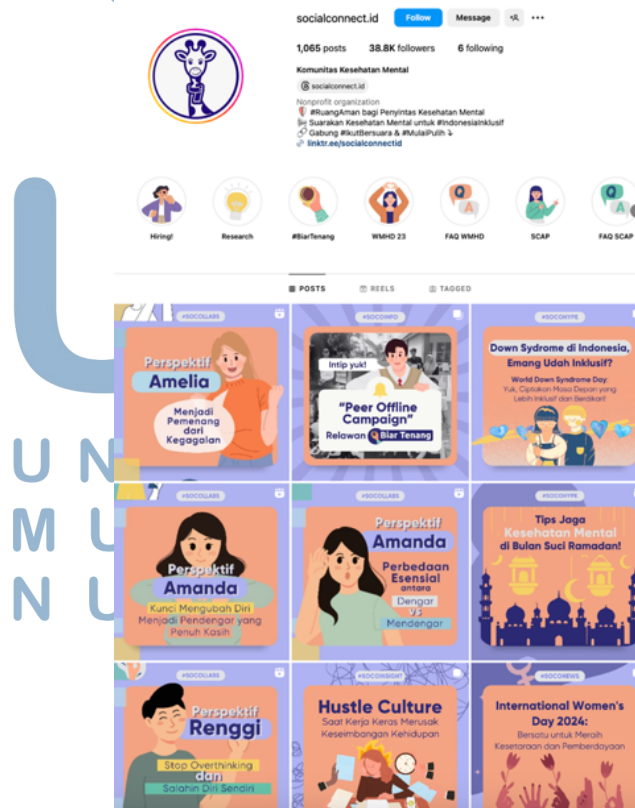


Figure 3. 15 Socialconnect.id Instagram.

2) Wantja

Wantja is a social media account made by Irwan, a content creator that focuses on spreading content revolving around mental health. The writer chose this individual social media account due to its uniqueness in terms of the visual style used. If we look at the social media account in a glance, they mainly use a doodle style and uses storytelling to spread the message, making it unique. The doodle illustration style makes it seem like the whole account is a personal journal.



Figure 3. 16 Wantja Instagram.

3.1.4 Questionnaire

Quantitative research methods are based on the philosophy of positivism and are used to research certain populations or samples. In general, quantitative methods use quantitative measuring tools known as instruments with the aim of

testing the hypotheses that have been created to collect data. In addition, according to Sugiyono (2019), quantitative research is also a scientific method as it uses scientific principles in a concrete or empirical way and the data collected is measured objectively, rationally and systematically. This research method will focus on gaining a further understanding regarding the amount of people that knows the Sahabatku application and their understanding on mental health service access. The quantitative method used consists of conducting a questionnaire. For this case, the questionnaire is conducted using a general audience and a targeted audience.

A questionnaire is defined as a research instrument that consists of a series of questions with the aim of collecting information from respondents. It can also be considered a kind of written interview, but difference is it provides a relatively cheap, fast and efficient way to obtain large amounts of information from a wider sample of people. According to Sugiyono (2010), a questionnaire is defined as a method of collecting data by giving respondents a set of questions or written statements to answer. Questionnaires often use open-ended questions and close-ended questions that can only be answered with two answers or are also called dichotomous, while open-ended questions allow respondents to reveal what they think in more detail. For this case the writer conducted one questionnaire that is targeted to Indonesian adolescents currently living in Qatar with the age limit of 13 – 18 years old. The questionnaire was conducted by using Google Forms and shared through social media.

In quantitative research, determining the sample size is one of the keys to the research. Using samples is one way to increase efficiency because researchers are often limited in reaching the entire population, which often requires a long time. One way to determine the sample size is by using the Slovin formula. The Slovin formula is one of the most popular sampling theories in quantitative research. However, before going in-depth regarding Slovin's formula, the easiest definition of a sample size is simply a number of respondents that act as representatives of the actual population. The Slovin formula is usually

used to take a sample size that must be representative so that research results can be generalized. When calculating the sample size using Slovincs' formula, there are a few key terms which include:

- *Population size* refers to the number of people represented in your sample.
- *Margin of error* or also known as confidence interval simply represents the confidence with which you trust your sample size for a survey to reflect the opinions of the population size. The bigger the margin of error is, the smaller the sample size is.
- *Confidence level* refers to how certain you want to be that the real findings are within the margin of error.
- *Standard deviation* is a measure of the amount of variation of a random variable expected about its mean.

For most research, to deemed valid, the usual sample size used is around 100 respondents. However, since the exact number of Indonesian adolescents living in Qatar is unknown, the writer opted for around 50 respondents. Based on the data in the Indonesian Embassy in Qatar, the population size for Indonesian citizens living there is currently 39,000. So, the writer used a margin of error of 13% with a 50% population proportion, that resulted in a sample size of 57 respondents.

For the questionnaires itself, the questions asked revolved around their understanding on mental health problems, as well as mental health services, specifically their knowledge on Sahabatku as a counseling service. For this section, the writer will analyze the results from the questionnaire. As it was targeted to mostly Indonesian adolescents of the age limit of 13 – 18 years old, the number of respondents is not alot. The questionnaire was shared on the 12th of February 2024 and has received a total of 91 respondents.

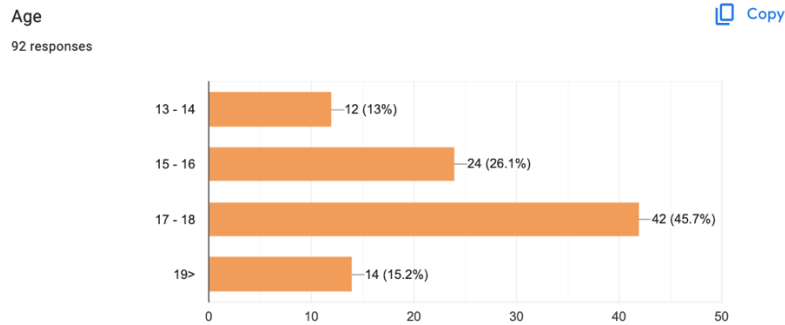


Figure 3. 17 Data result for age range.

When asked about their age, 13% responded with 13-14, 26.1% responded with 15-16, 45.7% responded with 17-18, and 15.2% responded with 19 and above. For most of the respondents, they had the basic knowledge regarding the concept of mental health and knew how to differentiate between a stable mental health and an unstable mental health.

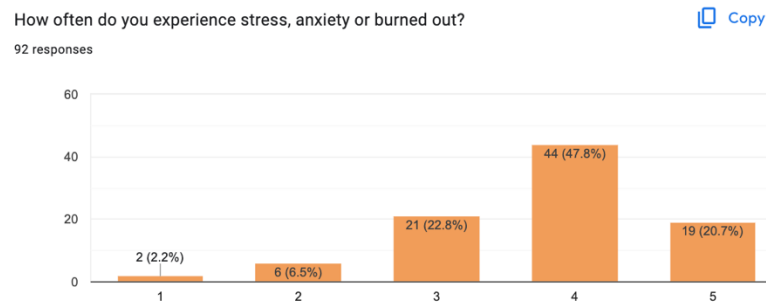


Figure 3. 18 Data result for feeling stressed out.

When asked about how often they feel stressed out or burned out about 47.8% of the respondents responded with a scale of 4, while 22.8% responded with a scale of 3, 20.7% with a scale of 5, 6.5% with a scale of 2, and 2.2% with a scale of 1. From this result, we can assume that the hypothesis is true, that adolescents experience a lot of mental health problems due to the changes.

Which one of these is the cause?

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92 responses

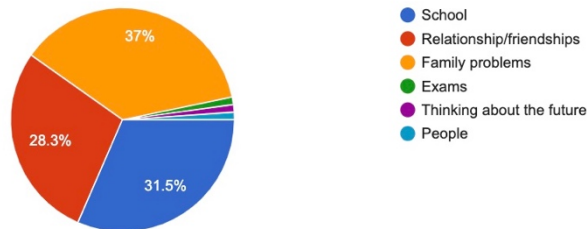


Figure 3. 19 Data result for cause.

When asked regarding the cause, 37% responded with family problems as the cause, 31.5% responded with school, and 28.3% responded with relationship/friendship problems. This goes to show that almost half of the respondents struggle with family problems and as a result, it influences their mental health.

As for their knowledge regarding the concept of counseling service for mental health, 76.1% responded with yes, 8.7% responded with maybe, and 16.3% responded with no. Since most of the respondents are either currently living in Qatar or has lived in Qatar, according to research, the number of mental health services there is still underdeveloped as opposed to in Indonesia, as a result, 59.3% of the respondents has never gone to a mental health service, while 41.9% responded with yes. We assume that the results are due to the lack of awareness regarding access to mental health services in Qatar. And when asked whether they would go to one, 72.7% responded with yes.

Have you ever heard of Sahabatku?

 Copy

92 responses

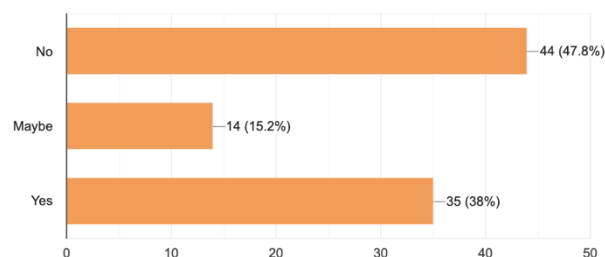


Figure 3. 20 Data result for awareness of Sahabatku.

As for the last section, respondents were asked about Sahabatku. 47.8% responded with no, 15.2% with maybe, and 38% with yes, when asked about their awareness on the Sahabatku application. As a follow up question, they were asked about their knowledge of Sahabatku. 43.5% responded with no knowledge, 23.9% said it's a counseling service, 23.9% said it's an application, and 8.7% said it's an organization. From these results, we can conclude that, for most of the respondents, although they've heard of Sahabatku, they retain almost no knowledge about what Sahabatku is about.

After knowing their knowledge capacity of the app, they were asked on where they heard Sahabatku from, 32.6% said from social media, 22.8% said they heard it from a friend, 15.2% from parents/sibling, 10.9% from YFJ (Youth Funtastic Journey), and the others said they've never heard of it. Like the last section of the first questionnaire, they were asked whether or not they'd consider using the app and if at their age, they'd benefit from something like Sahabatku. 71.7% said they'd consider using the app, 21.7% said maybe, and 7.6% said no in using the app. As for the last question, 76.1% responded with yes when asked if at their age, they'd benefit from Sahabatku, 19.6% with maybe, and 4.3% with no.

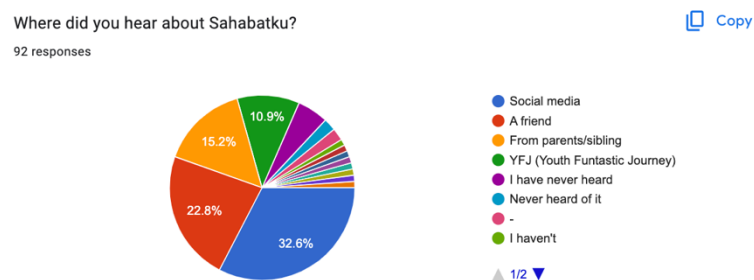


Figure 3. 21 Data result for where they know Sahabatku.

In conclusion, after conducting the questionnaire, the respondents were able to give helpful results regarding their knowledge on counseling services for mental health. From these results, we can conclude that most of the respondents had basic knowledge regarding the concept of mental health and counseling services, however when asked about their awareness of

counseling services like Sahabatku, most of them knew nothing of it, which makes the hypothesis of this research valid.

3.2 Design Methodology

Design methodology is a structured and methodical strategy used by designers to address complicated problems and provide innovative solutions. It gives a roadmap for designers to follow as they identify problems, generate ideas, prototype concepts, and evaluate solutions. Before deciding the design methodology, the first thing to do is to understand the problem before attempting to find solutions. Designers begin by completing extensive research on user demands, market trends, and the context of the problem at hand. This empathetic method, also known as design thinking, enables designers to obtain a deeper insight into their target audience, ensuring that the ensuing design process meets their specific needs. Based on the type of design, the design methodology may vary. In this case, the writer will use the six-step phase of the design process, as mentioned by Robin Landa in the 2nd edition of *Advertising by Design: Generating and Designing Ideas Across Medias*, (2010). The six step phase of the design process includes:

1) Overview

The first phase of the design process is overview or can also be considered the research and analysis part of the process. This part of the phase focuses in gathering information and conducting user research to identify pain points and opportunities. It may include reading the design brief, gathering information about the brand, product, service, or organization, identifying and understanding the communication goals and objectives, and identifying and understanding the target audience. This first phase of the design process is important because it acts as the foundation for the next phase of the design process, so understanding the problem is deemed important. Overview can also involve reviewing and evaluating the current graphic design applications created for the product, service or organization. Learning about the audience (the specific set of people to whom your message, design, and solution are directed) is also vital during overview.

2) *Strategy*

The strategy phase is the phase where the designer reviews, identify, and plans. The data that has been collected at the previous phase starts getting analyzed at this phase and a strategy is created. There are several steps that needs to be considered during this phase which includes:

- *Review each part of the problem.*
- *Determine the parts of the problem consistently and accurately.*
- *Organize the necessary information needed to be analyzed.*
- *Make conclusions based on the results of the analysis.*

This strategy phase or also known as the analysis phase is carried out at the same time to determine the positioning of the project being carried out, so that the appropriate design strategy can also be determined. Essentially, the strategy is how you envision, create, and position your brand or organization, as well as the type of design you want to target in the marketplace, to achieve differentiation, relevance, and resonance.

3) *Ideas*

An effective graphic design solution relies on a concept or an idea. A design concept is the creative thinking behind a design application, driving the design process and serving as the core abstract notion. This part of the phase determines how and why you choose certain pictures, typefaces, and color palettes. In simple terms, it provides a framework for all design decisions.

4) *Design*

The next phase is design which is where the design concept starts being made. For some designers, the design stage can be carried out non-linearly, based on their habits in designing, however, others use a linier process to carry out this phase. There are several steps that can be implemented which include:

- *Thumbnail sketches* are preliminary, small, quick, unrefined drawings of your ideas in black and white or color. Thumbnail sketches are often made with several alternatives.

- *Rough sketches* refer to thumbnail sketches with added detail. The purpose of making a rough sketch is as a rough preview of the design being created. If the thumbnail sketches show several alternatives, then the rough sketch is simply choosing one design amongst the others and making it more detailed.
- *Comprehensive sketches* refer to a detailed representation of a design concept that has been thoughtfully visualized and composed. At this stage, the design starts being shown through mockups.

5) **Production**

The production phase is the second to last phase of the process in which all of the designs created start being produced, whether it's through digitally or printed. For medias that are digital based, the production process is less time-consuming in comparison to printed medias. For printed medias, they have to go through an extra process which is printing the end product.

6) **Implementation**

The last phase of the design process is implementation which is the point at which the design begins to be executed or applied to the intended media. Once the design has been approved and no further revisions or adjustments are required, it can be executed. Implementation can take in the form of print or digital form. At this point, the design results can be shared or published with the audience. The implementation phase also marks the end of a long sequence of design stages. This is also the stage at which designers receive feedback or responses from the audience regarding their work.

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