DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25 – 34 IN JABODETABEK

FINAL PROJECT REPORT

Aliya Azzahra

00000053326

STUDY PROGRAM VISUAL COMMUNICATION DESIGN

FACULTY OF ARTS AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25 – 34 IN JABODETABEK

FINAL PROJECT REPORT

Written as a requirement to obtain a

Bachelor of Design (S.Ds.) Degree

Aliya Azzahra

00000053326

STUDY PROGRAM VISUAL COMMUNICATION DESIGN

FACULTY OF ARTS AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

STATEMENT OF NO PLAGIARISM

I, the undersigned below,

Name : Aliya Azzahra

Student ID Number : 00000053326

Study Program : Visual Communication Design

Final Project with the title of:

DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25-34 IN JABODETABEK

is the result of my own work, not plagiarized from scientific works written by others, and all sources, both quoted and referenced, have been correctly stated and included in the Bibliography.

If in the future it is proven that fraud/irregularities are found, both in the implementation of the thesis and in the writing of the thesis report, I am willing to accept the consequences of being declared NOT PASS for the Final Project that I have taken.

Tangerang, December 22nd 2023

(Aliya Azzahra)

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

FINAL PROJECT APPROVAL

Final Project with the title of

DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25-34 IN JABODETABEK

By

Name	: Aliya Azzahra
Student ID Number	: 00000053326
Study Program	: Visual Communication Design
Faculty	: Arts and Design

Has been tested on Friday, January 5th 2024
At 14.30 until 15.15 and stated
PASS
With the order of the examiner as the following.

Chairman

Cennywati, S.Sn., M.Ds.
1024128201/E071277

Examiner

Lalitya Talitha Pinasthika, M.Ds.
0308078801/E034812

Advisor 1

Christina Flora, S.Ds., M.M.
0305049703/E074901

Advisor 2

Frindhinia Medyasepti, S.Sn., M.Sc.
0319098202/E068502

Head of Visual Communication Program

Fonita Theresia Yoliandri, S.Ds., M.A.
0311099302/E043487

SCIENTIFIC WORK PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSES

As an academic community of Multimedia Nusantara University, I, the undersigned:

Name : Aliya Azzahra

Student ID Number : 00000053326

Study Program : Visual Communication Program

Faculty : Arts and Design

Type of Work : Final Project

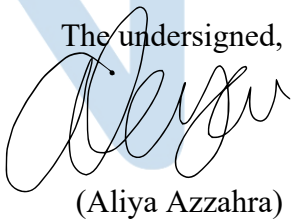
For the sake of scientific development, has agreed to give Multimedia Nusantara University the Non-exclusive Royalty-Free Right (Hak Bebas Royalti Nonekslusif) for my scientific work with the title of.

DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25 – 34 IN JABODETABEK

along with existing devices (if required). With this Non-exclusive Royalty-Free Right, Multimedia Nusantara University has the right to store, transfer/ transform, manage in the form of a database (pangkalan data), maintain, and publish my final project as long as my name as the author/ creator and the owner of the Copyright is kept. The statement I write is true.

Tangerang, January 18th 2024

The undersigned,



(Aliya Azzahra)

UNIVERSITAS MULTIMEDIA NUSANTARA

FOREWORD

With the grace of God, the author was able to complete the final project report with the title of "Designing an Interactive Campaign on Shared Mobility for Commuters Aged 25 – 34 in Jabodetabek."

I say my biggest thanks to,

1. Dr. Ninok Leksono, M.A., as the Chancellor of Multimedia Nusantara University.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Faculty of Art and Design, Multimedia Nusantara University.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Design Study Programme, Universitas Multimedia Nusantara.
4. Christina Flora, S.Ds., M.M., as the first Advisor who provides guidance, direction, and motivation for the completion of this final project.
5. Frindhinia Medyasepti S.Sn., M.Sc., as the second Advisor who provides guidance, direction, and motivation for the completion of this final project.
6. To Cennywati S.Sn., M.Ds., as the Chairman and Lalitya Talitha Pinasthika M.Ds., as the Examiner who have guided for the completion of this final project.
7. To Lily Yusra and Rudy Bachtiar, who are the reason behind everything good that I have done and will do.
8. To my family and friends, whom I will not be here for.

The author hopes that their work is born out of goodness and be of goodness to all.

Tangerang, January 18th 2024

(Aliya Azzahra)

UNIVERSITAS MULTIMEDIA NUSANTARA

DESIGNING AN INTERACTIVE CAMPAIGN ON SHARED MOBILITY FOR COMMUTERS AGED 25 – 34 IN JABODETABEK

(Aliya Azzahra)

ABSTRACT

This document outlines a strategic response to Jakarta's escalating pollution crisis, with a focus on promoting shared mobility as a solution to mitigate traffic congestion and air pollution. Jakarta has consistently ranked as one of the world's most polluted cities, with the transportation sector identified as a significant contributor. This report underscores the potential of shared mobility options, including ridesharing and bike sharing, to alleviate these critical issues. Key insights are drawn from a survey targeting commuters aged 25-34 in the Jakarta region, revealing a heightened awareness of pollution and positive experiences with shared mobility services. Nevertheless, a notable absence of media campaigns advocating shared mobility is identified. To bridge this gap, the document proposes the creation of an interactive media campaign tailored to young working adults. The campaign design methodology incorporates principles of Design Thinking, encompassing empathy, problem definition, ideation, prototyping, and testing, ensuring relevance and resonance with the target audience. In summary, this document presents a holistic approach to tackle Jakarta's pollution crisis through shared mobility promotion, highlighting the significance of media campaigns and user-centered design methodologies.

Key Words: Shared Mobility, Traffic Congestion, Interactive Campaign, Jakarta Pollution Crisis, Design Thinking

UNIVERSITAS MULTIMEDIA NUSANTARA

MERANCANG KAMPANYE INTERAKTIF MOBILITAS BERSAMA UNTUK KOMUTER USIA 25 – 34 TAHUN DI JABODETABEK

(Aliya Azzahra)

ABSTRAK (Bahasa Indonesia)

Dokumen ini menguraikan respons strategis terhadap krisis polusi yang meningkat di Jakarta, dengan fokus pada promosi mobilitas bersama sebagai solusi untuk mengurangi kemacetan lalu lintas dan polusi udara. Jakarta secara konsisten menduduki peringkat salah satu kota paling berpolusi di dunia, dengan sektor transportasi diidentifikasi sebagai kontributor signifikan. Laporan ini menekankan potensi opsi mobilitas bersama, termasuk berbagi perjalanan dan berbagi sepeda, untuk mengatasi masalah-masalah kritis ini. Temuan utama ditarik dari survei yang ditargetkan pada para komuter berusia 25-34 tahun di wilayah Jakarta, yang mengungkapkan kesadaran yang tinggi tentang polusi dan pengalaman positif dengan layanan mobilitas bersama. Namun, terdapat ketidakhadiran mencolok kampanye media yang menganjurkan mobilitas bersama. Untuk mengatasi kesenjangan ini, dokumen ini mengusulkan pembuatan kampanye media interaktif yang disesuaikan untuk para pekerja muda. Metodologi desain kampanye mencakup prinsip-prinsip Desain Berpikir, yang meliputi empati, definisi masalah, ideasi, prototipe, dan pengujian, memastikan relevansi dan resonansi dengan audiens target. Secara ringkas, dokumen ini menyajikan pendekatan holistik untuk mengatasi krisis polusi Jakarta melalui promosi mobilitas bersama, menyoroti pentingnya kampanye media dan metodologi desain yang berpusat pada pengguna.

***Kata Kunci**: Mobilitas Bersama, Kemacetan Lalu Lintas, Kampanye Interaktif, Krisis Polusi Jakarta,* Design Thinking

UNIVERSITAS MULTIMEDIA NUSANTARA

TABLE OF CONTENTS

STATEMENT OF NO PLAGIARISM ii
FINAL PROJECT APPROVAL iii
SCIENTIFIC WORK PUBLICATION APPROVAL PAGE FOR ACADEMIC PURPOSES iv
FOREWORD v
ABSTRACT vi
ABSTRAK (Bahasa Indonesia) vii
TABLE OF CONTENTS viii
LIST OF TABLES xi
LIST OF IMAGES xii
APPENDIX LIST xiv
CHAPTER I INTRODUCTION 1
1.1 Background 1
1.2 Problem Statement 2
1.3 Scope of Problem 3
1.3.1 Demographic 3
1.3.2 Geographic 3
1.3.3 Psychographic 4
1.4 Goal of Final Project 4
1.5 Benefits of Final Project 4
CHAPTER II LITERATURE REVIEW 6
2.1 Visual Design 6
2.1.1 Elements of Visual Design 6
2.1.2 Principles of Visual Design 10
2.2 Typography 14
2.3 Illustration 14
2.3.1 Roles of Illustration 14
2.4 User Experience Design 17
2.4.1 Interaction Design 18
2.5 User Interface 19
2.5.1 Graphical User Interface 19

2.6 Information Architecture 19
2.7 Campaign 20
2.7.1 Types of Campaigns 20
2.7.2 Campaign Objectives 22
2.7.3 Campaign Segmentation 23
2.7.4 Campaign Media 24
2.7.5 AISAS Strategy 24
2.8 Shared Mobility 25
2.8.1 Kinds of Shared Mobility 25
CHAPTER III RESEARCH METHODOLOGY 30
3.1 Research Methodology 30
3.1.1 Qualitative Method 30
3.1.2 Quantitative Method 35
3.2 Design Methodology 38
3.2.1 Emphatize 38
3.2.2 Define 39
3.2.3 Ideate 39
3.2.4 Prototype 39
3.2.5 Test 40
CHAPTER IV DESIGN STRATEGY AND ANALYSIS 41
4.1 Design Strategy 41
4.1.1 Emphatize 41
4.1.2 Define 41
4.1.3 Ideate 46
4.1.4 Prototype 63
4.2 Analysis 73
4.2.1 Test 73
4.3 Budgeting 78
CHAPTER V CONCLUSION 80
5.1 Conclusion 80
5.2 Feedback 81
BIBLIOGRAPHY xiii

APPENDIX xvi

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF TABLES

Table 3.1 Beam Mobility SWOT Analysis 32
Table 3.2 Coaction SWOT Analysis 33
Table 4.1 Creative Brief 49
Table 4.2 Tone of Voice 52
Table 4.3 AISAS Media Timeline 56
Table 4.4 Illustration Process 62
Table 4.5 Social Media Budget 78

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

LIST OF IMAGES

Image 2.1 Psychology of Color 7
Image 2.2 Unity 10
Image 2.3 Gestalt 11
Image 2.4 Hierarchy 11
Image 2.5 Balance 12
Image 2.6 Contrast 13
Image 2.7 Scale 13
Image 2.8 Dominance 14
Image 2.9 Information Illustration 15
Image 2.10 Identity Illustration 16
Image 2.11 Commentary Illustration 16
Image 2.12 Storytelling Illustration 17
Image 2.13 Persuasion Illustration 18
Image 2.14 Product-Oriented Illustration 21
Image 2.15 Candidate-Oriented Illustration 22
Image 2.16 Ideologically-Oriented Illustration 22
Image 2.17 Bike-Sharing 27
Image 2.18 Scooter-Sharing 27
Image 2.19 Car-Sharing 28
Image 2.20 Ride-Sharing 29
Image 3.1 Offline Focus Group Discussion 31
Image 3.2 Beam Mobility Instagram Post 32
Image 3.3 Coaction Instagram Post 33
Image 3.4 Bike-Share Toronto Instagram Post 35
Image 3.5 Slovin's Method 35
Image 4.1 User Persona 1 43
Image 4.2 User Persona 2 44
Image 4.3 Brand Mandatory Logo 45
Image 4.4 Main Mind Map 47
Image 4.5 Copywriting Example 54
Image 4.6 Visual Mind Map 57
Image 4.7 Josefin Sans Font 58
Image 4.8 Color Palette 59
Image 4.9 Color System 59
Image 4.10 Mood Board Illustration 60
Image 4.11 Illustration Style Before 61
Image 4.12 Illustration Style After 61
Image 4.13 Sitemap 64

Image 4.14 Flowchart 66
Image 4.15 12-Column Grid 66
Image 4.16 Low Fidelity 67
Image 4.17 High Fidelity 68
Image 4.18 Design Mockup 69
Image 4.19 Instagram Story 70
Image 4.20 Cover Instagram Post 70
Image 4.21 TransJakarta Banner 71
Image 4.22 Bus Mockup 72
Image 4.23 Webinar Digital Banner 72
Image 4.24 Webinar Filter 73
Image 4.25 Buttons Before and After Beta Test 75
Image 4.26 Usage of Color After Beta Test 76

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA

APPENDIX LIST

Appendix A BAP Bimbingan..... xvi
Appendix B Transcript of Offline Focus Group Discussion……...xvii
Appendix C Plagiarism Score……xxiv
Appendix D Questionnaire A……..xxv

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA