

**DESIGNING A SOCIAL CAMPAIGN ON POLITICAL
ECHO CHAMBERS IN SOCIAL MEDIA**



FINAL PROJECT REPORT

Vincent Alexander

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**VISUAL COMMUNICATION DESIGN PROGRAM OF STUDY
FACULTY OF ART & DESIGN
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

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ECHO CHAMBERS IN SOCIAL MEDIA**



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**Submitted for partial fulfillment for the Bachelor Degree in
Visual Communication Design**

Vincent Alexander

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

2025

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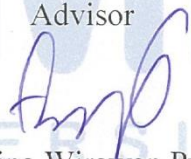
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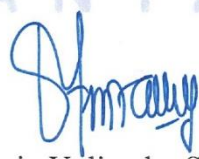
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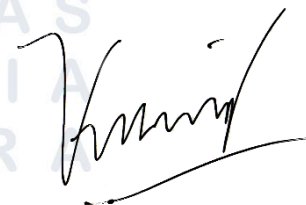
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PREFACE

It is with great honor and gratitude that I present my completed Final Project report, titled “Designing A Social Campaign on Political Echo Chambers in Social Media.” This report is the culmination of my bachelor’s degree, and represents the result of countless hours and effort spent in my studies, as well as the invaluable support provided by the people around me. The inspiration for this final project comes from my friends and family members, some of whom fell into echo chambers of their own through social media. This final project was created to help raise awareness on echo chambers in social media, especially in politics, and to promote critical thinking and information diversity to those affected.

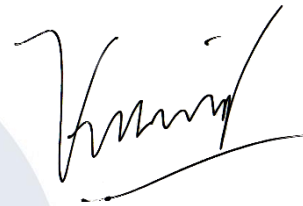
In the process of creating this Final Project, I have received help and support from numerous people, without whom I would not have the opportunity to complete this report. As such, I would like to extend a word of thanks to:

1. Dr. Andrey Andoko, as the Rector of Universitas Multimedia Nusantara.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of the Art & Design Faculty in Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of the Visual Communication Design Department in Universitas Multimedia Nusantara.
4. Dr. Ratna Cahaya, S.Sos., M.Ds., as my academic advisor, who has provided valuable guidance, direction, and motivation for the creation and completion of this final project.
5. My friends and family, who have provided material and moral support, allowing me to complete this final project.
6. Hamzah Ramadhan, MA, and Raafi Ramadhan, S.Sn., for sharing their invaluable insight and information in their respective fields of expertise during the research stage of this project.

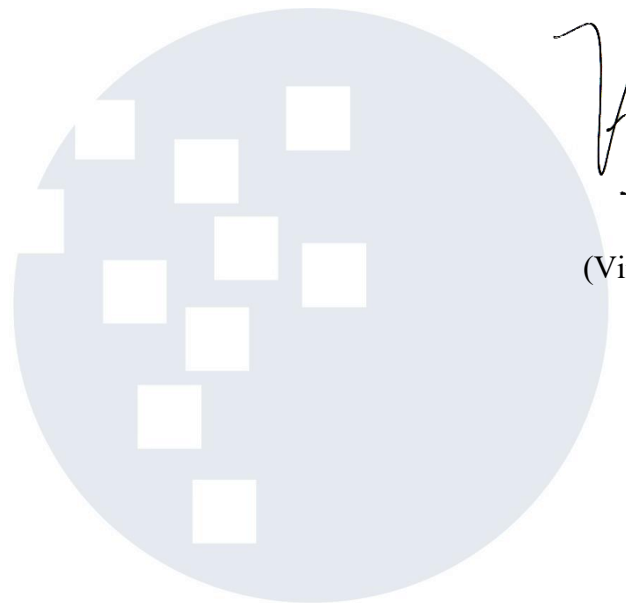
I hope this final project can be of use to individuals who are unknowingly and unwittingly inhabiting echo chambers, political or otherwise. I also hope this project can act as a stepping stone for them to notice and exit their own echo

chambers, and to begin thinking more critically. Ultimately, I hope this project can contribute, however small, to the creation and maintenance of a more heterogeneous and healthy landscape in political discussions via social media.

Tangerang, June 5th, 2025



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DESIGNING A SOCIAL CAMPAIGN ON POLITICAL ECHO CHAMBERS IN SOCIAL MEDIA

(Vincent Alexander)

ABSTRACT

In recent years following the development of the internet and technology, social media usage has now become commonplace. On social media, information on various topics is exchanged between users, including but not limited to politics. Through a combination of several factors, such as recommender algorithms and social/mental biases, a phenomenon known as an echo chamber can emerge, which can isolate users from thoughts different from their own, potentially leading to a narrowed mindset, reluctance to accept alternate ideologies, and in extreme cases, radicalism and/or political extremism. Despite a preliminary questionnaire indicating most social media users have experienced the effects of echo chambers, they are still unaware of its presence and effects. With this in mind, the author proposes a solution in the form of a social campaign encouraging social media users to leave their echo chambers. To develop a deeper understanding of the problem, a focus group discussion, two expert interviews, and a questionnaire were conducted. The goal of this campaign is to persuade social media users, especially those who do not know about echo chambers, to recognize their own political echo chambers, and take proactive steps to exit them. In designing this campaign, Landa's Five Phases of Graphic Design was used, as well as Dentsu's AISAS framework. The primary media output of this campaign is social media design hosted on the platform Instagram.

Keywords: Echo Chamber, Campaign, Politics, Social Media.

U N I V E R S I T A S
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N U S A N T A R A

PERANCANGAN KAMPANYE SOSIAL MENGENAI ECHO CHAMBER POLITIK DALAM MEDIA SOSIAL

(Vincent Alexander)

ABSTRAK (Bahasa Indonesia)

Mengikuti perkembangan internet dan teknologi, penggunaan media sosial kini telah menjadi hal yang umum. Di media sosial, terjadi pertukaran informasi antar pengguna dalam berbagai bidang, termasuk politik. Melalui kombinasi beberapa faktor, seperti recommender algorithm dan bias sosial/mental, fenomena yang dikenal sebagai echo chamber dapat muncul, yang dapat mengisolasi pengguna dari pendapat/pikiran yang berlawanan dengan mereka, yang dapat menyebabkan perkembangan pola pikir sempit, kesulitan untuk memahami ideologi lain, dan dalam kasus ekstrem, radikalisme dan/atau ekstremisme politik. Walaupun data pra-kuesioner menunjukkan mayoritas pengguna media sosial sudah mengalami pengaruh echo chamber, mereka masih tidak menyadari keberadaan dan pengaruhnya. Dengan ini, penulis mengajukan solusi dalam bentuk perancangan kampanye sosial untuk mengajak pengguna media sosial untuk meninggalkan echo chamber mereka masing-masing. Untuk memperdalam pemahaman masalah ini, sebuah focus group discussion, dua wawancara pakar, dan satu kuesioner sudah dilakukan. Tujuan kampanye ini adalah untuk membujuk pengguna media sosial, terutama mereka yang tidak tahu mengenai echo chamber, untuk mengenali echo chamber politik mereka, dan mengambil langkah proaktif untuk keluar darinya. Dalam perancangan kampanye ini, metodologi The Five Phases of Graphic Design milik Landa digunakan, serta kerangka AISAS milik Dentsu. Luaran media utama dari kampanye ini adalah desain media sosial, yang ditempatkan di platform media sosial Instagram.

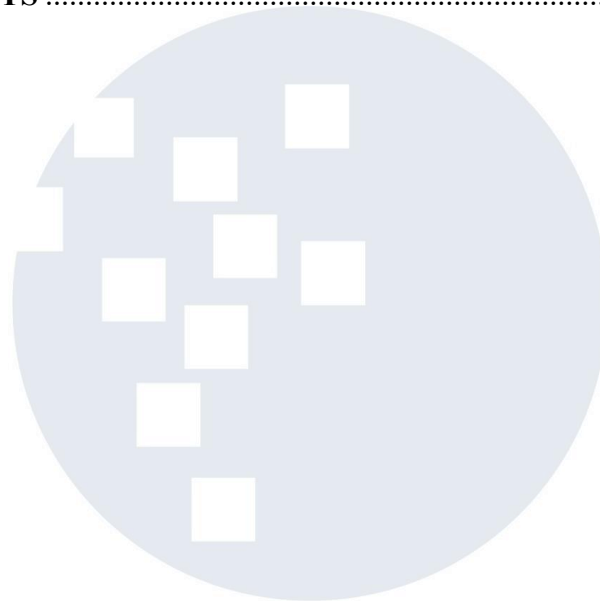
Kata Kunci: Echo Chamber, Kampanye, Politik, Media Sosial.

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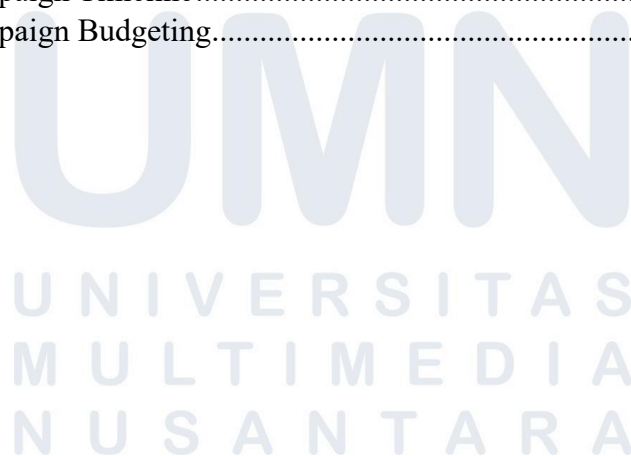
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