

CHAPTER I

INTRODUCTION

1.1 Background

Polycystic Ovary Syndrome (PCOS) is a chronic hormonal disorder condition that is commonly found in adolescent women and in those of childbearing age (Ariani et al., 2022, p.24). Symptoms of PCOS include consistent or absent menstrual cycles, anovulation, acne, obesity, and hirsutism. (Salsabila et al., 2024, p.164). On a technical level, signs such as the appearance of small cysts and rise in androgen hormones are considered to be indicators of PCOS. This hormonal disorder has a prevalence of around 5-10% and affects 2.2-20% of women of childbearing age, making it one of the causes of increasing cases of infertility in Indonesia. This condition not only disrupts a person's physical health, but also their quality of life, as it affects their fertility, psychology and mental health (Sari et al., 2023, p.103). As of now the cause of PCOS is still unknown, with speculations on environmental factors (Singh et al., 2023, p.1–2). Moreover, genetics play a big part in PCOS, as it can affect various ethnicities differently, creating various levels of PCOS prevalence amongst different nationalities (WHO, 2025).

Although this condition may be considered urgent, women in Indonesia generally only receive a diagnosis at the age of 20-30 years old (Ariani et al., 2022, p.24), which does not allow them to avoid the fatal side effects of PCOS such as miscarriage and endometrial cancer (Mayo Clinic, 2022). It is an urgent condition to treat because it is most often found in women of childbearing age (WUS), namely from 15-49 years of age (Prasetya, 2022, p.85), and has a prevalence that reaches 10% to 16% (Christiani et al., 2023, p. 1). In 2022, data shows that around 4-6% of women of childbearing age in Indonesia experience PCOS, of which 75% experience infertility due to PCOS (Ariani et al., 2022, p.24).

According to the questionnaire results, 80.4% respondents use social media as their main platform for searching medical information. Local media about PCOS such as research journals and books do exist, but understanding regarding the condition by itself is still lacking and inaccurate, especially in Indonesia. There is a noticeable lack of media that delivers complete and widespread information regarding the condition, which is the main reason for lack of awareness amongst women of childbearing age in Indonesia. Apart from that, this also happens due to the nonexistence of educational tools that specifically teach about PCOS in Indonesia (Ariani et al., 2022, p.24). As a result, many women of childbearing age experience delays in diagnosis, which causes them to feel the side effects. Based on pre-research observation, the author is able to find various sources of information about PCOS in channels such as Instagram and TikTok.

According to The Endocrine Society, women who have PCOS have a 47% chance of dying at a younger age. This happens because PCOS can cause endocrine, nutritional, metabolic and cardiovascular diseases, as well as tumors (News Medical, 2023). In addition, women of childbearing age can experience various other diseases such as type 2 diabetes, hypertension, high cholesterol and endometrial cancer, which makes them more susceptible to PCOS and increases their chances of dying younger (WHO, 2025).

Information about PCOS must be spread widely so that women, especially young adults, can be more well educated about PCOS. Therefore, a website about PCOS that is interesting and easily digestible can help young adult women become better educated about the condition and avoid drastic effects in the long term should they have PCOS.

1.2 Problem Statement

Based on the background information, this final project will cover the problems regarding PCOS, such as:

1. The lack of awareness from women of childbearing age in Indonesia regarding PCOS as a condition.
2. The lack of media that delivers widespread and certified information regarding PCOS

Based on the points above, the following question will be used to aid the author in creating a solution, which is: How to design a mobile website about polycystic ovary syndrome for young adult women?

1.3 Problem Scope

This design is aimed at women of childbearing age, residing in South Tangerang and DKI Jakarta, aged 18-25 years old, are middle class with a minimum education of SMA. Using a website, the scope of design will be limited to interactive media that provides information regarding the definition, causes, symptoms and preventive measures to reduce the effects of PCOS.

1.4 Research Objective

Based on the background and problems that have been listed, the aim of this final project is to design a website about polycystic ovary syndrome for young adult women.

1.5 Research Benefits

Based on the points above, the aim of this final project is as follows:

1. Theoretical Benefits:

The aim of this final project is to gather all the necessary information about PCOS to benefit those who have no knowledge regarding the condition, as well as raise awareness to those who are familiar with the term but do not recognize the dangerous side effects of leaving it undiagnosed and untreated. This final project also aims to become a source of inspiration

and an example of Visual Communication Design fundamentals being applied for future projects relating to interactive information media.

2. Practical Benefits:

This final project aims to become a reference regarding website design, as well as an example of DKV's pillar of information. It aims to become a reference for those who want to make an interactive information media about hormonal conditions. Furthermore, this project will also become a part of the university's archives in relation to Final Projects.

