

**DESIGNING AN INTERACTIVE QUEUING
CAMPAIGN IN PUBLIC SPACES**



FINAL PROJECT REPORT

**Devina Giovani
00000056981**

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

**DESIGNING AN INTERACTIVE QUEUING
CAMPAIGN IN PUBLIC SPACES**



FINAL PROJECT REPORT

**Submitted as a Requirement to Obtain
A Bachelor's Degree in Visual Communication Design**

**Devina Giovani
00000056981**

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

2025

NO PLAGIARISM STATEMENT PAGE

I, the undersigned below:

Full Name : Devina Giovani
Student ID Number : 00000056981
Study Program : Visual Communication Design

hereby declare that my ~~Thesis/ Dissertation/~~ Final Project/ ~~Internship Report/~~
MBKM* titled:

DESIGNING AN INTERACTIVE QUEUING CAMPAIGN IN PUBLIC SPACES

is my own work, not a result of plagiarism, and was not written by someone else.
All sources, both cited and referenced, have been properly acknowledged and stated
in the bibliography.

If, at a later date, any deviations or misuse in the writing and research process are
found, I am willing to accept the consequences of being declared **NOT PASS**. I am
also willing to bear any legal consequences related to this act of plagiarism as my
personal mistake and not the responsibility of the Multimedia Nusantara
University.

Tangerang, 16th June 2025



Handwritten signature of Devina Giovani.

(Devina Giovani)

VALIDATION PAGE

Final Project titled
**DESIGNING AN INTERACTIVE QUEUING
CAMPAIGN IN PUBLIC SPACES**

By

Full Name : Devina Giovani
Student ID Number : 00000056981
Study Program : Visual Communication Design
Faculty : Art and Design

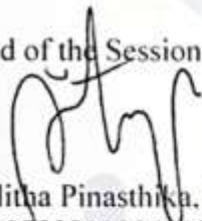
Has been tested on Tuesday, 17th June 2025

At 10.30 to 11.15 WIB dan declared

PASS

With examiners composition as below.

Head of the Session



Lalitya Talitha Pinasthika, M.Ds.
0308078801/ 034812

Examiner



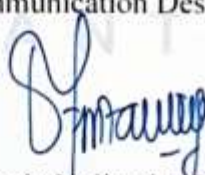
Frindhinia Medyasepti, S.Sn., M.Sc.
0319098202/ 068502

Mentor



Hadi Purnama, S.Ds., M.M.
0313109602/ 083378

Head of Visual Communication Design Study Program



Fonita Theresia Yoliando, S.Ds., M.A.
0311099302/ 043487

SCHOLAR WORK PUBLICATION CONSENT PAGE

I, the undersigned below:

Full Name : Devina Giovani
Student ID Number : 00000056981
Study Program : Visual Communication Design
Level : ~~D3~~/ S1/ S2
Scientific Work Title : DESIGNING AN INTERACTIVE QUEUING
CAMPAIGN IN PUBLIC SPACES

Declare truly that I am willing*:

- ☒ I am willing to give full permission to Multimedia Nusantara University to publish the result of my scientific work into the Knowledge Center repository so that it can be accessed by the UMN Academic Community/Public. I declare that the scientific work I have created does not contain confidential data.
- ☐ I am not willing to publish the result of this scientific work in the Knowledge Center repository, because: it is in the process of submitting publication to national/international journals/conferences (proven with a letter of acceptance) **.
- ☐ Others, select one:
- ☐ Only accessible internally at Multimedia Nusantara University
 - ☐ Embargo on publication of scientific works for a period of 3 years.

Tangerang, 16th June 2025



(Devina Giovani)

* Select one

** If I cannot prove the LoA of the journal/IPR, I am willing to fully allow my scientific work to be uploaded to KC UMN and become the right of the UMN institution.

FOREWORD

All praise and gratitude to God Almighty for His blessings and guidance throughout the process of writing the author's Final Project, titled "Designing an Interactive Queuing Campaign in Public Spaces". With His grace, this project has been completed successfully within the given timeframe.

This Final Project is submitted as one of the requirements for obtaining a Bachelor's Degree in Design, majoring in Visual Communication Design at Multimedia Nusantara University.

The author acknowledges that the completion of this Final Project is made possible through the support and assistance of various parties, both directly and indirectly. Therefore, the author would like to express gratitude 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 Faculty of Art and Design, Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as the Head of Visual Communication Design Study Program Universitas Multimedia Nusantara.
4. Hadi Purnama, S.Ds., M.M., as the Mentor who has provided guidance, direction, and motivation that brought this final project to completion.
5. My family who has given constant moral and financial support, creating an environment that enabled the author to successfully complete this final project.
6. Claudia Eva Ganda as the Head of Production of Warhol Agency, Yohana Sondang Activa Hutabarat, S. Psi. as a certified Clinical Psychologist, and Interview participants for providing information required for this project.

Tangerang, 16th June 2025



(Devina Giovani)

DESIGNING AN INTERACTIVE QUEUING CAMPAIGN IN PUBLIC SPACES

(Devina Giovani)

ABSTRACT

Queuing is a common daily activity in which individuals wait their turn to receive goods or services in a particular setting. Despite how common this habit is, many people still struggle doing it, even though they are aware of the positive personal values such as discipline and patience brought from this practice. The level of public discipline in Indonesia, particularly in queuing, remains low. Frequent media reports highlight these issues, showing that repeated undisciplined behaviors are becoming normalized in daily life. Restoring public awareness of the importance of queuing discipline can contribute in enhancing social order and overall quality of life. This study proposes the design of an interactive queuing awareness campaign in public spaces. The design methodology follows The Design Thinking Method which encompasses five stages of empathize, define, ideate, prototype, and test. The author utilized qualitative design approach, incorporating data collection techniques such as observations, in-depth and expert interviews, existing studies, reference studies, alpha test, and beta test for the creation of an interactive queuing campaign. The research findings underscore the need for an awareness campaign to raise citizens discipline rate.

Keywords: campaign, queuing, public spaces

PERANCANGAN KAMPANYE ANTRE

INTERAKTIF DI RUANG PUBLIK

(Devina Giovani)

ABSTRAK (Bahasa Indonesia)

Mengantrre merupakan sebuah kegiatan individu menunggu giliran untuk mendapatkan produk atau jasa di suatu tempat tertentu. Aktivitas ini sering didapati dalam keseharian, namun banyak masyarakat kesulitan dan gagal dalam menjalankannya dengan benar meskipun secara sadar paham bahwa perilaku disiplin antri melatih nilai positif kualitas pribadi. Faktanya, tingkat disiplin di Indonesia relatif masih rendah. Banyaknya laporan di media membahas topik ini, menunjukkan bahwa perilaku tidak disiplin yang berulang makin saat ini dianggap hal yang normal dalam keseharian. Mengembalikan kesadaran pada masyarakat akan pentingnya disiplin antri akan memberikan kontribusi dalam meningkatkan aturan hidup dan taraf hidup secara keseluruhan. Berdasarkan pemaparan tersebut, penulis mengajukan perancangan kampanye interaktif antrre di ruang publik. Metode perancangan yang digunakan adalah The Design Thinking Method yang meliputi tahapan empathize, define, ideate, prototype, dan test. Penulis menggunakan metodologi perancangan kualitatif yang meliputi teknik pengumpulan data berupa observasi, wawancara tatap wajah dan wawancara dengan para ahli, studi eksisting, studi referensi, alpha test, dan beta test dalam merancang kampanye antrre interaktif. Hasil riset menunjukkan perlunya perancangan kampanye sadar antri yang mampu meningkatkan tingkat disiplin masyarakat.

Kata kunci: *kampanye, antrre, tempat publik*

TABLE OF CONTENTS

TITLE PAGE	i
NO PLAGIARISM STATEMENT PAGE.....	ii
VALIDATION PAGE.....	iii
SCHOLAR WORK PUBLICATION CONSENT PAGE	iv
FOREWORD.....	v
ABSTRACT	vi
ABSTRAK.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ATTACHMENTS.....	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Statement.....	2
1.3 Problem Limitation.....	3
1.4 Objective of Final Project.....	3
1.5 Benefits of Final Project	3
CHAPTER II LITERATURE REVIEW	5
2.1 Campaign.....	5
2.1.1 Interactive Multimedia in Campaign	6
2.1.2 Campaign Platforms	8
2.2 Design Elements in Campaign	18
2.2.1 Color	18
2.2.2 Typography.....	21
2.2.3 Grid	22
2.2.4 Design Principles	23
2.3 Queuing in Waiting Lines.....	24
2.4 Relevant Studies	26
CHAPTER III DESIGN METHODOLOGY	28
3.1 Subject of Design	28
3.2 Methodology and Procedure of Design	30
3.3 Design Technique and Procedure	34
3.3.1 Observation.....	34
3.3.2 User Interview	35
3.3.3 Expert Interview to Psychologist	36
3.3.4 Campaign Expert Interview.....	37
3.3.5 Existing Research Study	38
3.3.6 Reference Studies	39

3.3.7 Alpha Test.....	40
3.3.8 Beta Test.....	40
CHAPTER IV DESIGN RESULT AND DISCUSSION	41
4.1 Design Result	41
4.1.1 Empathize	41
4.1.2 Define.....	60
4.1.3 Ideate	64
4.1.4 Prototype	72
4.2 Design Analysis.....	84
4.2.1 <i>Market Validation/ Beta Test Analysis</i>	84
4.2.2 Digital Banner Analysis	88
4.2.3 Merchandise Analysis	90
4.2.4 Budgeting	92
CHAPTER V CLOSING.....	94
5.1 Conclusion.....	94
5.2 Suggestion	94
BIBLIOGRAPHY	xv
ATTACHMENTS	xvii



LIST OF TABLES

Table 4.1 Tangcity Mall User Interview	48
Table 4.2 Pluit Village Mall User Interview	49
Table 4.3 AEON Mall User Interview	50
Table 4.4 MDTV Official SWOT Analyzation.....	54
Table 4.5 A Mild SWOT Table	55
Table 4.6 Integrito's SWOT Table	57
Table 4.7 Alpha Test Questionnaire Box	81
Table 4.8 Alpha Test Data Result	83
Table 4.9 Campaign Execution Budgeting	93



LIST OF FIGURES

Image 2.1 Print Media.....	7
Image 2.2 Electronic Media	7
Image 2.3 Button Shapes.....	8
Image 2.4 CTA Button.....	9
Image 2.5 UX Honeycomb	9
Image 2.6 Empathy Map Template.....	12
Image 2.7 Empathy Map	12
Image 2.8 User Persona Example	13
Image 2.9 Customer Journey Map Template	14
Image 2.10 Information Architecture Example	15
Image 2.11 User Flowchart Example.....	15
Image 2.12 Wireframe Example	16
Image 2.13 Wireframe to Low-Fidelity	17
Image 2.14 High-Fidelity Example.....	17
Image 2.15 Pigment Colors.....	18
Image 2.16 Color Schemes	19
Image 2.17 Big Blue	20
Image 2.18 Duolingo.....	20
Image 2.19 McDonald's Logo.....	20
Image 2.20 Xiaomi Logo	21
Image 2.21 Single Column Grid	22
Image 2.22 Multi Column Grid.....	22
Image 2.23 Modular Grid.....	23
Image 3.1. Design Thinking Process.....	31
Image 4.1 Lobby Sudirman TangCity Mall	42
Image 4.2 Transmart Redeem Counter Staff.....	43
Image 4.3 Couple Waiting in Queue.....	44
Image 4.4 Shigeru TangCity Mall.....	44
Image 4.5 Susu Mbok Darmi Stall.....	45
Image 4.6 Woman Bypassing Queuing Line	45
Image 4.7 Bypasser in KOI The.....	46
Image 4.8 Bypasser in Mako.....	46
Image 4.9 Supermaket Situation during Clearance.....	47
Image 4.10 User Interview Tangcity Mall	49
Image 4.11 Pluit Village Mall Interview.....	50
Image 4.12 AEON Mall Interviews	51
Image 4.13 Interview with Psychologist Yohana	51
Image 4.14 Group Interview with Campaign Specialist	53
Image 4.15 MDTV Official YouTube Upload.....	54

Image 4.16 A Mild YouTube Upload	55
Image 4.17 Integrato E-Magazine Publication	56
Image 4.18 Duolingo App UI	58
Image 4.19 Kahoot! Game UI and Concept.....	59
Image 4.20 Quizizz UI and Illustration.....	59
Image 4.21 Empathy Map	60
Image 4.22 User Persona 1.....	62
Image 4.23 User Persona 2.....	62
Image 4.24 Customer Journey User Persona 1	63
Image 4.25 Customer Journey User Persona 2	63
Image 4.26 Mind Map.....	64
Image 4.27 Big Idea Alternatives	66
Image 4.28 Reference for copywriting Gojek.....	67
Image 4.29 Mood Board	67
Image 4.30 Typeface Reference Android	68
Image 4.31 Montserrat and Roboto Typeface.....	68
Image 4.32 Color Palette Usage.....	69
Image 4.33 Campaign Timeline Table.....	70
Image 4.34 AISAS Table Strategy.....	70
Image 4.35 Visual References.....	71
Image 4.36 Information Architecture.....	73
Image 4.37 Flowchart.....	73
Image 4.38 Wireframe Main Media.....	74
Image 4.39 Logo Line Up Level Up Sketch	75
Image 4.40 Character Illustration Sketches	75
Image 4.41 Website Layouting Grid.....	76
Image 4.42 Secondary Media Sketch.....	76
Image 4.43 Key Visual Banner Final and Alternative	77
Image 4.44 Low Fidelity	77
Image 4.45 High Fidelity Prototype.....	78
Image 4.46 Previously Character Illustrations	79
Image 4.47 Revised Illustration	79
Image 4.48 Table Setting for Prototype Day	80
Image 4.49 Poster on Prototype Day	80
Image 4.50 In-depth Interview Play Test.....	84
Image 4.51 Interview with Edi and Andre	85
Image 4.52 Interview with Rahel	86
Image 4.53 Interview with Udin	87
Image 4.54 Interview with Friska	87
Image 4.55 Banner Poster Movement.....	88

Image 4.56 First Slide of Digital Banner	88
Image 4.57 Character Illustration Sketch.....	89
Image 4.58 Digital Banner Grid Layout Guide.....	89
Image 4.59 Third Slide Digital Banner Poster	90
Image 4.60 Stickers Merchandise	91
Image 4.61 Design for Stickers	91
Image 4.62 Sticker for Merchandise	91
Image 4.63 Merchandise Post Cards Design.....	92



LIST OF ATTACHMENTS

Turnitin Attachment I.....	xvii
Counselling Form Attachment II	xxi
Non-Disclosure Agreement Attachment III	xxiv
Alpha Test Questionnaire Result Attachment IV.....	xxvi
Observation and Interview Attachment V.....	xxvii
Alpha and Beta Test Documentation Attachment VI	xxix
Expert Interview with Yohana Transcript Attachment VII.....	xxx

