

CHAPTER I

INTRODUCTION

1.1 Background

Queuing is an activity in which a group of people take turns to obtain an opportunity or an item in a specific location, following a sequential order (Hidayah, 1996, p.12). Queuing serves a purpose in controlling the flow of individuals to receive goods or services in a setting, particularly in public spaces. In *Basicedu Journal* (2022) stated queuing in public spaces teaches discipline, patience, and honesty as individuals' core values.

In recent years, the compliance of queuing in public spaces has been gradually declining since 2022. This decline is attributed to several factors, including a lack of awareness regarding the importance of queuing, non-compliance with regulations, weak enforcement of rules, the role of education and parenting, and inadequate infrastructure (Kompasiana.com, 2024). Edy Sutrisno, as cited in Supriani (2023), defines discipline as an attitude of respect, appreciation, obedience, and adherence to both written and unwritten rules.

According to the *Journal of Social Sciences and Humaniora* (2022), public space is defined as a shared area that supports various social, economic, and cultural activities within a community (p.46). Based on the Rule of Law Index report by the World Justice Project (WJP), as of 2024, Indonesia ranked 68th out of 142 countries. This ranking reflects Indonesia's relatively low commitment to adhering to legal regulations, as assessed by WJP's scoring criteria. Furthermore, Ridwan Kamil stated that citizens tend to fear public embarrassment more than official appeals to adhere regulations (Directorate General of State Assets Management (DJKN), Ministry of Finance of the Republic of Indonesia, 2016).

According to Prof. Fogg in *The Fogg Behavior Model*, individual behavior change requires motivation, ability, and a trigger, which together can lead to the formation of positive habits (Kemenkes, 2023). Rogers and Storey, defines social campaign as a planned communication effort designed to produce specific

effects in a sustainable manner (Venus, 2019). El-Chidtian, Nisa, and Dewi (2021) conducted a campaign on doing the “*Lawan dengan Gerakan 5M*” social campaign to solve the problem of low public adherence to COVID-19 health protocols in tourist areas, resulted in increased public understanding and disciplined implementation of the 5M measured through qualitative feedback from interviews in popular tourist spots.

Based on the studies of Nagel, L. (2020) and Schiopoiu, A.B., et al. (2023), The influence of post-*COVID-19* significantly and rapidly accelerated digital transformation and that technology use has now become a core part of how people function and interact. Most existing media have already used online digital platforms yet none is interactive or real-time, which makes the content come across as an entertainment to citizens. The 1902 Software Development Corporation (2025) explains interactive design provides beneficial features in engaging experience, including navigation and responsive elements, as well as the freedom to explore, keeping users to enjoy and stay for longer period of time.

In response to this issue, the author has identified an opportunity to develop a micro-level awareness campaign as an entry point for behavior change. This campaign aims to cultivate discipline among individuals and enhance public adherence to queuing etiquette in public spaces. The initiative seeks to reintroduce queuing etiquette through a preliminary step through interaction and persuasion. By achieving this, the author aspires to make a contribution toward strengthening civic values and practices.

1.2 Problem Statement

Based on the previously elaborated background, the author identified several issues, which are formulated in research questions as follows:

1. The decline of queuing culture in public spaces due to the lack of self-awareness to social discipline within citizens.
2. Inconsistent understanding of queuing etiquette as well as the absence visual reminder to initiate behavioral interventions results in disregard to queuing norms and social discipline.

Referring to the summarized problems, the author therefore formulates a questioning statement of ‘How to design an interactive queuing campaign in public spaces?’

1.3 Problem Limitation

The author addresses several constraints to the creation of design derived from the defined and acknowledged problems to implement the most effective solution. The problem limitation outlines the object, target, and content of design to be covered.

The object to this persuasion design creation is a campaign, by utilizing interactive display as the main media. Additionally, digital medias such as posters and motion designs are used to support the primary design. Targeted audiences are employees within the Millennial generation ranging in age of 29-39 years old as primary focus, and Generation Z within the age of 18-28 years old as secondary. The market is targeted to groups within the Socio-Economic Status of C1 to B, with a minimum academic qualification of a high school graduate or above and currently residing in the Jakarta and Tangerang area.

The focus of this design process is to promote self-awareness and encouraging higher social discipline among citizens in public spaces by conducting an awareness campaign, which environment of creation is limited to interactive design with persuasive strategies as the major component of the whole campaign. Content of design aims to promote self-discipline and to persuade citizens to fix the queuing behavior issues of other citizens in public spaces.

1.4 Objective of Final Project

The purpose to this design, based on the identified problems and defined limitations, is to design an interactive queuing campaign in public spaces.

1.5 Benefits of Final Project

The project aims to create significant changes and impactful solutions theoretically as well as through design practices, which is elaborated as follows:

1. Theoretical Benefits:

In the theoretical aspect, this design project is intended to broaden research on Indonesians' social etiquette and self-discipline in public spaces, particularly in understanding citizens' level of self-awareness in social discipline through a campaign. By leveraging digital platforms as a medium for visual communication, the project is hoped to contribute to the advancement of Visual Communication Design as an academic reference for future studies, particularly focusing on queuing culture among local citizens.

2. Practical Benefits:

From a practical perspective, the final project can serve as a reference for future lecturers or researchers of Visual Communication Design, with an interactive persuasion campaign as particular focus. Furthermore, this project may be utilized for future students with similar topic of interest of Indonesia's public queuing discipline. Additionally, the creation of this final project may be documented for the university as a part of Visual Communication Design final project archives.

