

CHAPTER III

DESIGN METHODOLOGY

3.1 Subject of Design

The process of design methodology requires subjects, which are categorized into primary and secondary groups based on their segmentation. The purpose of segmenting the market is to define and narrow the focus onto specific groups, so that the creation is optimized in solving the targeted audiences' problems. According to the book *Monograf Panduan Usia Produktif* by Heni Hendriyani (2024:76), the productive-age population refers to the group of individuals who are capable of engaging in work activities on a regular basis. These Segmentation is defined using several aspects, such as demographic, geographic, psychographic, and behavioral factors.

A. Subject

1. Demographic

- a. Age : 29-39 years old (primary),
18-28 years old (secondary)

Generations are often considered by their span, Pew Research Center labels anyone born between 1981 and 1996 as Millennials, and the generation onwards born between 1997 and 2012 is considered as Generation Z (Kemenkeu.go.id, 2021; USC Libraries, 2025). Millennials have now faced the responsibility of becoming breadwinners as the age group with highest rate income (Badan Pusat Statistik, 2024).

Over the last few years, focus has gradually shifted towards Generation Z (or Gen Z) due to their population which has made up one-third of world's population (Gentina, 2020). A TripAdvisor survey by Hayley Coleman (2018) indicates citizens within the age group of Generation Z are over twice as likely to bypass queues than older age groups. Previous studies also found a positive relationship between a person's age or generation and complaint behaviour where Baby Boomers

are more inclined to confront queue-jumpers during the act. (Simanjuntak, 2024, p.4)

- b. Gender : Male and Female
- c. Educational Level : High-school diploma or University graduate
- d. Occupation : Employees (primary),
Students and/or employees (secondary)
- e. Socio-Economic Status : C1 to B

2. Geographic

- a. City/Region : Jakarta, Tangerang
- b. Area : Urban

According to the International Futures (IFs) modeling system, in 2024, Indonesia's population aged 15 to 65 was approximately 191.4 million, with about 166.7 million people living in urban areas, showing growth from previous data from the World Bank in 2019, reported approximately 151 million Indonesians lived in cities and towns.

Additionally, Lecturer at the Indonesian Studies Program, Faculty of Humanities, *Universitas Indonesia* (UI), Dr. Sunu Wasono stated several causes for citizens to disregard regulations is because of the nation's lack of discipline. The act of compliance among citizens is largely driven by fear of authority figures, an attitude that reflects a lack of genuine understanding of the regulations. (Kompas.com, 2019). Ridwan Kamil's statement in *Transformasi Kelembagaan Kementerian Keuangan* roadshow (2019) that Indonesians tend to fear public embarrassment more than official appeals to adhere regulations. (dkjn.kemenkeu.go.id, 2016) indicates the urgency needed in citizens' awareness and understanding of the importance of social discipline.

- c. Population Density : High

3. Psychographic

Psychographic segmentation is used to find similarities among customers with distinctive lifestyle and principles between the two age groups.

- a. Primary
 - Lifestyle : Routine-oriented, Adaptive, Time-dependent
 - Values : Productivity, Accessibility
 - Interests : Prioritization, Comfort
- b. Secondary
 - Lifestyle : Pragmatic, Neutral
 - Values : Flexibility, Authority, Efficiency
 - Interests : Privilege, Navigation
- 4. Behavioral:
 - a. Habitual, Heavy User (Primary), Moderate, Occasion-based User, (Secondary)

These segments profile public spaces users based on their engagement level towards the public facilities, shaping their loyalty and attitudes in a queue.
 - b. Benefit Sought : Queue Fairness, Stress Reduction, Clear Navigation Process

Research conducted at PT Bank Central Asia Tbk in Makassar found that customer compliance influences their satisfaction levels (Firmansyah, Saputra, A. C., 2021). Moreover, prolonged and poorly managed queues contribute to increased stress levels and decreased satisfaction among the public in accessing essential services (Rahmadini, N. A., Rahman, A., 2024)

According to the market segmentations defined, the author identifies similarities between subjects from both groups, in which subjects have priorities of receiving desired outcomes in the most time-efficiency without needing to comply in public queues.

3.2 Methodology and Procedure of Design

The creation of campaign adopts the *Design Thinking Method* from ‘*Graphic Design Solutions: 6th Edition*’ by Robin Landa (2019). Design Thinking is a design methodology that follows a non-linear and iterative process to understand users, test assumptions, define problems, and develop innovative

solutions (IxDF, 2016). The design thinking process consists of five stages: Empathize, Define, Ideate, Prototype, and Test (p. 65).

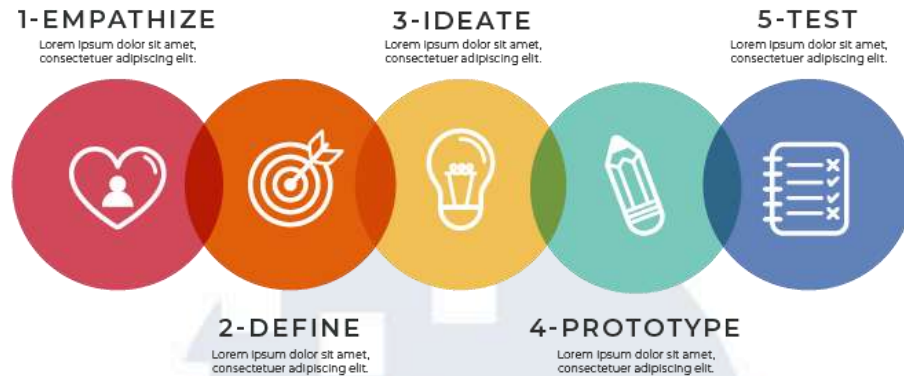


Image 3.1. Design Thinking Process
Source: <https://sl.bing.net/dSKbFWYqgPA>

The Empathize stage is where comprehensive data and information related to the problem are gathered. This step focuses on understanding the needs, behavior, and challenges faced by targets. Second, the Define stage, the collected data is analyzed further to identify whether a similar phenomenon or patterns are found, which leads to the problem statement. Third, the Ideate stage indicates all brainstorming sessions to generate a wide range of potential ideas and concepts. This step encourages creative problem-solving to explore various possible solutions. Once a fixed idea is identified, the Prototype stage begins. The prototype stage refers to development being refined and allowed for early testing and feedback. Finally, the Test stage involves evaluating the prototype by gathering user feedback. This process helps identify strengths and areas for improvement, allowing for necessary refinements through iterative testing. Each of these stages plays a crucial role in ensuring that the final design is not only visually appealing but also functional and aligned with user needs. The following section provides a more detailed explanation of each phase in the Design Thinking Process.

3.2.1 Empathize

Empathize is a process of data collecting to understand what are the exact solution or approach needed by audience target. The Empathize stage is where comprehensive data and information related to the problem are gathered. This step focuses on understanding the needs, behavior, and challenges faced by

targets. The author identifies a social problem concerning the reasons of why citizens are unwilling to endure waiting in queues or feel compelled to bypass the queuing line in public spaces. Information is gained by conducting researches for data collecting purposes. The data research for design is gathered and analyzed by conducting both qualitative and quantitative methods. During this process, the author implied the methods of observation, user interview, and expert interviews to psychologist and creative head.

The first method is to conduct an observation to analyze the condition of public queuing problems by applying variables to generate measurable results. The following process is by running an interview to citizens waiting in line to measure the validity of the initial theory from observation and it is done at different period of time and days, within the selection groups of Millennials and Generation Z to confirm that all parties experience and frequently encountered the same phenomenon, as well as to figure which generation is most responsible for committing noncompliance in public queues.

The author furthermore, to support the creation of design, held two interviews to professionals, a psychologist to gain deeper insights into the root causes of citizens' noncompliant behavior and the internal motivations driving it, and to a creative lead of an agency, specializing in campaign with the expanding knowledge and sharpening the strategy in the design creation. In the hopes of finding the best approach possible, the author searches for reference studies continued by conducting an analysis to several existing solutions had been done.

3.2.2 Define

After completing the data collection process in the Empathize stage, the next step is the Define stage. In this phase, the author summarizes the collected data to gain a comprehensive understanding of the issue. This gathered information is analyzed further to identify exact occurring problem and the core cause underlying it, whether a similar phenomenon or patterns are found, which then is formulated into clear problem statements. Additionally, the author will

create user personas as representations of the target audience. Based on the overall analysis result, the author wrote the best possible strategy approach towards the creation of awareness campaign to have social discipline in public spaces. This strategy concludes the ordered methods needed for the creation of a persuasive campaign to increase social citizens' awareness and realize how important it is to hold discipline while interacting in public space queues from any aspects, including the visual communicating approach, elements and design principles needed in creating the most optimal design.

3.2.3 Ideate

The ideation phase focuses on defining ideas and design concepts for the campaign. The process involves brainstorming, creating mind maps, developing the big idea, and establishing key visuals. These steps ensure all brainstorming sessions generate a wide range of potential ideas with each step taken aligns with the stated concepts. This step encourages creative problem-solving to explore various possible solutions. The Ideate stage applies a tactic for evaluating consumer behavior, developed by *the Dentsu Way*. This model consists of Attention, Interest, Search, Action, and Share or short for AISAS method which helps in assessing the strategy plan and attract target audiences to have self-awareness to commit discipline behavior in following public queuing lines through the design creation of campaign.

3.2.4 Prototype

Phase of prototype includes execution, where the author is going to apply the ideas and concepts into tangible designs. The primary interactive media is a mobile website promoted through an interactive standing digital banner placed in malls, supported by additional medias such physical banner and both digital and conventional posters. All medias displayed serve only one purpose, which is to create an integrated campaign for raising citizens' self-awareness towards social discipline while waiting in public queuing lines.

During this phase, the process of refining development by allowing early testing to receive objective feedbacks.

3.2.5 Test

The test phase evaluates the designed solutions through alpha and beta testing. This process helps identify strengths and areas for improvement, allowing for necessary refinements through iterative testing, where the alpha test is a demo test to allow designers identify all possible flaws in the design creation, which is held on Prototype Day by *Universitas Multimedia Nusantara*'s Visual Communication Design Study Program on May 14th, 2025. This process is the phase to refine and revise the campaign before launching it to the public, followed and finalized by a beta test conducted to users of matching criteria for campaign's main media success rate testing. The beta test involves user testing and in-depth interviews on June 2nd, 2025.

3.3 Design Technique and Procedure

The procedure of the design creation will be using research techniques of observation, followed by user interview, expert interviews, existing studies, reference studies, alpha and beta testing. These methods aim to gather information, confirm data credibility, and insights relating to the needs in designing an interactive persuasive campaign on citizens' awareness on social discipline, particularly in mall public queues. Data collecting methods are elaborated as follows:

3.3.1 Observation

Observation is a systematic notation about the researched causes. This method can be used to collect data if it suits the research objectives, is being planned and noted systemically, and has controllable reliability and validation (Hardani et al., 2020, p. 123). Descriptive observation is still general and comprehensive, accounting everything that can be seen, heard, or felt by the researcher (Rita Fiantika et al., 2022, pp. 59–60) at which is used in this method of analyzing the market and the situation of the problem.

The locations of public spaces to be observed are filtered and selected based on certain criteria that typically indicate the definition of a public space, which are listed in the table down below.

Table 3.1 Observing Location Variables

Variable	City-Park	Commuter Line/Bus	Mall	Super-market
Universally accessible	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social interaction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dense crowd	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wide space	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Local community facilities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Signage of rules	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regular usage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Authority watch	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wealth Measurement	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Observation location is settled to be conducted in malls, which passed all criteria of variables. Main objectives of doing observations are to examine, document, and measure citizens' demographics regarding their awareness level on social discipline before and during their participation in public queues. Thus, the author plans to conduct observations at three separate locations, which are Tangcity Mall, Pluit Village, and AEON Mall BSD City.

3.3.2 User Interview

In parallel with the observations, the author will conduct several personal interviews with participants of queues. The list of questions will be asked is inserted to the table below.

Table 3.2 User Interview Question Table

List of Questions for User Interview	
Question	Follow Up Question
Usia	Sekolah/Kerja/Kuliah
Sudah mengantri berapa lama?	Menurut Anda, pergerakan antriannya cepat atau lambat?
Apakah pernah menemukan orang menyerobot antrian di mall ini sebelumnya?	Siapa, dan biasanya terburu-buru karena apa.
Apakah pernah melihat ada yang menegur?	Bagaimana cara menegur dan apa respon dari sang pelaku?

The responses to these questions are intended to validate the information gathered from secondary data sources, thereby ensuring that the design development is more accurate.

3.3.3 Expert Interview to Psychologist

The author will hold an interview with a certified psychologist based in Jakarta or Tangerang to ensure contextual relevance to the behavioral norms familiar to local citizens. The interview questions were formulated based on Sugiyono's theory:

- A. In situations that are less crowded, there seems to be a tendency for some people to cut in line. What are your thoughts on this behavior?
- B. Do you think generational differences influence personality traits or individuals' characteristics, such as their tolerance levels or assertiveness in behavior?
- C. Do written regulations tend to be ineffective in Indonesia, or is it more about individuals choosing to ignore them, or even feeling inclined to break them?
- D. From the government's side, some actions have been taken to address this issue. But in your opinion, why do so many problems still remain unresolved?
- E. Do you think people have difficulty applying the same values across different situations? For example, do they tend to see solutions based only

on specific conditions, without recognizing the common principles underlying each situation?

- F. Each person carries beliefs shaped from early childhood. If someone receives new understanding that contradicts what they already know, do they automatically reject it? And can education help shift this?
- G. Are there any tips on how to gently nudge or distract people from the urge to bypass others in a queuing line, something that might help them reach a point of self-awareness?
- H. When it comes to authority figures, certainly their role plays a significant portion. However, the individuals' education and age also influence on how effective or impactful their adherence scale. What factors cause people, despite having similar backgrounds, to respond differently in situations (some tend to reflect and cooperate, while others deflect or react defensively)?

3.3.4 Campaign Expert Interview

The author plans to continue and finalize the research by initiating an interview with an expert in campaign to gain insights for the creation of campaign design. The collected data serves as a valuable reference for developing strategic and creative ideas for the campaign. The interview questions were formulated based on Sugiyono's theory:

- A. Can you share your experience in designing campaigns as a creative lead?
- B. In your opinion, what are the most effective campaign design strategies for delivering a message to large crowds?
- C. Which platform is seen to be the most effective media in creating a campaign?
- D. Based on your experience, are there any visual or interactive campaigns that could serve as inspiration?
- E. What and how is a strategy applied precisely and effectively in the creation of raising awareness campaign about queuing culture, to attract citizens' attention and absorb whole information in a short span?

- F. What exact type of interaction in campaign creation by far is the best approach in explaining persuasion message?
- G. What is an effective method to condense large amounts of information into a concise and clear format for the target audience?
- H. What are the main challenges in designing a campaign like this?
- I. Can visualising solutions influence the impact percentage on society?

3.3.5 Existing Research Study

Existing studies are needed to support the creation of awareness campaign of queuing culture in Indonesia citizens, with that the author researched on several existing studies to examine and explore interactive campaign medias of similar and possible locations to be implemented as main design. The analysis of existing designs can be conducted using the SWOT method (Strengths, Weaknesses, Opportunities, and Threats) as outlined by Sasoko & Mahrudi (2023, p. 9).

In examining this existing study, the author curated three media production examples as research studies, which are MDTV, A Mild, and Intergrito which can be leveraged to the creation of campaign.

1. *MDTV Official*

PT MDTV Media Televisi is a national private television channel in Indonesia, which maintains its presence not only in conventional broadcasting television channels, but also on YouTube for live streams and episodes. *MDTV* published a video advertisement titled '*Siapa nih yang masih suka nyalip antrian? Yuk biasakan antri ya! Disiplin mulai dari diri sendiri*' which utilizes YouTube with its brand name *MDTV Official* as a campaign platform to promote discipline and adherence in queuing.

While also promoting a specific brand, the research educates the audience through simple, yet relatable examples of improper methods used to shortcut a queue.

2. *A Mild: Bukan Main*

A Mild is a cigarette company, which actively promotes their products through digital advertisements. It uploaded a series of one-minute videos promoting their catchy catchphrase, 'Urusan Lo Urusan Gue Juga'.

3. *Integrito Magazine*

Integrito was formerly a traditional printing magazine company, which now has expanded to publishing in online versions. One of the e-magazines shows a campaign to remind to queue properly in a comical illustration, targeted to the readers with a casual informal copywriting tone. This magazine company promotes an educational value to increase citizens' awareness through direct critiques wrapped in comedy tone, suitable for adolescents and adults in this global era.

3.3.6 Reference Studies

A reference search is a guide and insight boost towards the look or model of the campaign creation plan. The author focuses on mobile website as the main media, which are *Duolingo*, *Kahoot!*, and *Quizizz*.

A. *Duolingo*

Duolingo is an educational technology platform which blends animation, motion graphics, and interactive feedback to make language learning engaging.

B. *Kahoot!*

Kahoot! is an interactive learning platform that allows users to participate in real-time quizzes. This method is particularly effective for audiences, such as a larger group within the same environment who respond well to fast-paced, game-like formats.

C. *Quizizz*

Quizizz offers a self-paced, gamified quiz platform designed for both individual and group participation. For the campaign, this format can be used in public spaces or online to create interactive awareness modules about queuing habits, making learning flexible, accessible, and enjoyable for diverse audiences.

3.3.7 Alpha Test

Alpha test is an initial stage of design media testing conducted to evaluate the quality and functionality of the campaign media creation, as well as to identify any minor or major errors before moving on to the next testing phase (Menora et al., 2023, p. 50). The alpha test is held internally, specifically towards design students during university's Prototype Day.

3.3.8 Beta Test

Beta test is the continued stage after conducting alpha test, which aims to test the functionality and effectiveness of the media from the targeted user's perspective (Menora et al., 2023, p. 50). Beta test is conducted by a broader audience to obtain feedback from real users in order to refine and improve the media design.

