



DESIGNING PUBLIC SERVICE ADVERTISING VIDEOS SELF HARASSMENT WITH MOTION GRAPHIC TECHNIQUES INFOGRAPHIC-BASED AS AN EFFORT TO INCREASE PUBLIC AWARENESS

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Abstract

The development of the use of communication and computer technology requires people to be able to filter information and disseminate information that is useful for their social environment. As has happened recently, cases of verbal self-harassment through social media are quite widely discussed in Indonesia. Self harassment discussed is sexual harassment and body shaming. The purpose of this study is to produce a self-harassment public service advertising design with infographic-based motion graphic techniques as an effort to increase public awareness. This study uses a qualitative approach method, with interviews and also direct observation as well as literature studies and also existing studies. From the results of data collection, a concept was obtained, according to what was studied, namely "morality". This concept aims to make society more moral in acting. The main media is in the form of public service advertising videos with motiongraphic techniques that will discuss starting from explaining what sexual harassment is and also body shaming and the resulting impact to solutions on how to deal with these actions. And also supporting media in the form of flyers, posters, xbanners, stickers and pins.

Keywords : Video, Public Service Advertising, motiongraphic, self harassment

INTRODUCTION

The development of information and communication technology, especially social media is one of the technologies that really needs to get special attention from all parties, especially from its users. The advancement of information and communication technology today not only has a positive impact but also has a negative impact. The era of globalization, which is marked by the development of the use of communication and computer technology, requires people to be able to filter information and disseminate information that is useful for their social environment.

Social interaction in the era of technological progress as it is today is very influential, according to Gillin in Soekanto (1990) social interaction is a dynamic social relationship regarding the relationship between individual people, between groups of people. When two people meet, that's what social interaction is called. Thus, social interaction is the ability of an individual to carry out social relations with other individuals or groups with marked social contact and communication.

If social interaction fails to run well, social problems arise, according to sociologist Soerjono Soekanto, social problems are problems that arise in society, are social in nature and are closely related to social values and social institutions. Social problems are related to social values and also the morals of society.

As has happened recently, quoted from Tirto.id this verbal sexual harassment case was experienced by a Via Vallen singer and also a celebrities, namely Gita Savitri in the comments column of social media Instagram. Cases of self-harassment experienced by the community are increasingly rampant, both in person and verbally, especially on social media. Self harassment means the same thing as harassment of self-capacity. Pelham & Swan (in Aditomo & Retnowati, 2004) suggests that in the context of mental health, self-esteem has an important role. An individual who has high self-esteem means to view himself positively. The community is very careless and certainly does not think about the impact it has on the harassment behavior. Self-harassment that will be discussed in this study is sexual harassment and body shaming. Sexual harassment in question is like a sex joke, teasing continuously about matters related to sex, either directly or through social media such as letters, SMS, or e-mails. Meanwhile, body shaming itself is a form of commenting on a person's physique, appearance, or self-image.

According to the 2018 year-end records from Komnas Perempuan in the private sphere shows a new thing, based on reports of violence in the private domain received by service partners, there is an increasing and considerable number of violence against women, namely 2,227 cases. Then violence in courtship is the second highest number of 1,873 cases. Meanwhile, in the public domain, violence reached 3,528 cases, where sexual violence ranked first with 2,670 cases.

According to the journal psychological review the pattern of sexual harassers is actually an abuse of power or authority. In other words, the new offender feels "meaningful" when the perpetrator can and succeeds in sexually degrading others. The perpetrator will generally choose a younger, relatively passive or less assertive, naïve victim, low self-esteem, and anything else that makes him more vulnerable. But that doesn't mean people who have victim traits are the cause or deserve to be sexually harassed.

Meanwhile, according to Komnas Perempuan, cases of sexual harassment and verbal body shaming on social media are considered to have occurred recently and there are many similar cases. Based on Komnas Perempuan records, cyber self-harassment is increasing. The following is a record of Komnas Perempuan data on sexual harassment via the internet in 2017, cyber violence 14 cases, cyber grooming to deceive women as victims there are 11 cases, cyber harassment to threaten, disturb there are 20 cases, illegal content there are 16 cases, recruitment for drug trafficking there are 11 cases, malicious distribution such as distributing photos or videos of private property there are 19 cases. The ages of the victims found were between 15-23 years old and 24-30 years old.

With this data, it can be concluded that sexual harassment cases are a serious problem and deserve attention for the community. The lack of a holding media is a problem for Komnas Perempuan to overcome this act of social deviance, only an online complaint website can be provided by the women's commission. There are many psychological impacts that occur if actions like this are allowed to continue, such as sexual trauma, behavior tends to change, and also in some cases suicidal impulses. Incidents like this in Indonesia are considered normal and ignore the consequences experienced by victims, tend to blame victims who are considered excessive if they say they are victims of sexual harassment and body shaming.

In Indonesia, there is currently no significant effort to inform the problem of social deviance. Therefore, a media is needed to socialize and also make the public aware of the dangers of self-harassment. And one of the efforts that can be done is through the way of making public advertising videos (ILM), because the purpose of advertising according to Swastha (2000) is to improve services or ideas of real targets carried out by communicating effectively on targets in advertising, namely the community or market. Then the purpose of the video is to be able to present information, explain the process, explain complex concepts, teach skills, abbreviate or extend time, and influence attitudes, according to Azhar Arsyad (2011: 49). Meanwhile, ILM is an effort to influence society by inviting and urging them to understand, realize, and place their position so that they do not dissolve and fall into problems, according to (Pujiyanto, 2013: 08). In addition to being able to make the public aware, ILM videos can also be a medium of information for the public about the dangers of self-harassment.

Then the technique that is suitable for channeling ILM videos is to use motion graphic techniques. Because according to Roos Crooks et al, (2014: 41) in his book "The Awesomeness of How to Tell Visual Infographic Stories", that motion graphics have the advantage that information is more easily absorbed. Meanwhile, according to film theorist Michael Betancourt, in his article entitled "The Origins of Motion Graphics" motion graphics are media that use video recordings or animation technology to create motion illusions and are usually combined with audio for use in a multimedia output. The use of motion graphics can help simplify a message of content that will be covered by the main data. Helps present information in an interesting and simple way to show information with a visual system.

In making a motion graphic public service advertising video, infographics are one of the techniques that are quite effective in making motion graphics. Infographics are one of the relatively effective techniques, because according to (Ross Crooks et al. 2014: 41), infographics have advantages that can attract the interest of the audience. Whereas according

to (Newsom and Haynes, 2004, :236) an information graphic or infographic is a graphical visual representation of information , data or knowledge intended to present complex information quickly and clearly. It is important to understand that infographics are not used solely for communicating. Infographics are a good medium for conveying marketing messages or insights to consumers and prospects, but they are equally effective when used to improve internal communication.

Based on the theory above, it is very possible that infographic-based media can reach out to the public to socialize self-harassment public service advertisements and make the public aware of the dangers of social deviance.

Based on the problem of lack of public awareness of the dangers of self-harassment, in this final project, a self-harassment public service advertising video was designed with infographic-based motion graphic techniques with an effort to increase public awareness. The hope of designing this public service advertisement is that it can reduce the act of self-harassment and also help victims to speak up and report to Komnas Perempuan

RESEARCH METHODS

In this study, the authors used a qualitative approach. According to Sugiyono (2009: 15) Qualitative research is a research method used to examine the condition of objects that are natural researchers as the key instrument for sampling data sources carried out purposively (directed), data collection techniques with triangulation, analysis and are inductive / qualitative and qualitative research results emphasize meaning rather than generalization.

With a qualitative approach, it is hoped that the data obtained during observation is appropriate, detailed and can support the design of public service advertisements with infographic-based motion graphic techniques as an effort to make the public aware.

The object of research is the problem to be studied. The object to be studied is sexual harassment and body shaming, therefore the researcher will look for information and analyze the impact of social deviance actions that occur in the people of Surabaya. According to Sugiyono (2012) the object of research is an attribute of people, objects or activities that have certain variations that the researcher applies to study and then draw conclusions

RESULTS AND DISCUSSION

From the literature study conducted in the book "Public Service Advertising" obtained an understanding from ILM itself and the book "Advertising Management" obtained data on the benefits of making public service advertisements. Then in Michael Betancourt's article entitled "The Origins of Motion Graphics" as a form of literature in understanding motion graphics.

Motion graphics can be used to animate infographic content. Then the book for infographic reference, entitled "Infographic: How to Tell a Visual Story" obtained data on the meaning and benefits of infographics. An infographic is a conveyance of information that uses visual cues to communicate information.

Based on the results of data collection analysis, data that continues to be processed at the reduction stage and then continued at the data presentation stage, it is concluded that most of the level of awareness of gender equality in society is still low in this social problem, namely self-harassment. Starting from the impact caused by self-harassment to solutions to how to deal with this social problem and an explanation of what sexual harassment & body shaming is. Based on the average age of the victims, namely 18-30 years, the targets in this study were from adolescents to adults. The law on sexual violence is 12 years in prison and Article 27 of the ITE Law. Then in Indonesia, based on the results of documentation, cases of sexual harassment are on the rise both verbally and directly.

Therefore, self-awareness must be immediately improved and given an informative solution or invitation and a call for the wider community and in the city of Surabaya to be aware and understand how dangerous this self-harassment is. Therefore, researchers designed an infographic-based public service advertising video that contains an explanation of what self-harassment is then contains the impact of self-harassment so that the public understands and is sensitive, then does not forget the solution how to deal with self-harassment according to psychologists and Komnas Perempuan.

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or business speculation. Because of these four factors that make up the acronym SWOT (strengths, weakness, opportunities, and threats). This process involves determining the specific objectives of business or project speculation and identifying internal and external factors that support and those that are not in achieving those goals.

Strength and weakness factors are internal factors in the object being studied, while threats and opportunities, namely external conditions, can then be concluded how later the strategy used in problem solving, improvement, development and optimization. The preparation of this conclusion is contained in the Pakal Matrix:

- a. PE-KU(S-O)/ strategy and strength: developing opportunities into strengths.
- b. PE-LEM (W-O)/ strategy and weakness develop opportunities to overcome weaknesses.
- c. S-KU (S-T)/ threat and power strategy and anticipate threats to add strength

d. A-LEM (S-T) strategy/ threats and weaknesses recognize and anticipate threats to minimize weaknesses

From the results of the SWOT analysis that has been described, it was found that the main strategy for designing motion graphic service advertising videos about public awareness of self-harassment, namely motion graphics, has information about the explanation of the research subjects, namely sexual harassment & Body shaming, the impact of actions, case data and also solutions and contains elements of invitation and informative to the public and makes this information media an effort to increase public awareness.

CONCLUSION

From the results of the research and implementation of the work discussed earlier, conclusions can be drawn, namely:

- 1.The design of a self-harassment public service advertising video with infographic-based motiongraphic techniques is an effort to make the people of Surabaya city aware or broadly of self-harassment.
- 2.The concept and design of self-harassment public service advertising videos with this infographic-based motiongraphic technique is "morality". The concept of "morality" explains that the design of a self-harassment public service advertising video with an infographic-based motiongraphic technique has a message aimed at the people of Surabaya containing appeals and also information about self-harassment can make the audience more moral in socializing, thinking about what the impact of both parties is before taking action. So that it can make the people of Surabaya become more aware of self-harassment itself. And the concept of "morality" is implemented into supporting media designs in the form of flyers, posters, xbanners, pins and stickers

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