

ABSTRACT

CAMPAIGN DESIGN USING AMBIENT MEDIA "SPACE" AS A MEDIA FOR AWARENESS OF SCHIZOPHRENIA STIGMA IN SOCIETY

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Schizophrenia is a serious mental disorder that affects a person's behavior, thinking, and emotions. The negative stigma surrounding schizophrenia in society causes Gen Z to be afraid to socialize. Gen Z who experience symptoms of schizophrenia are also afraid to go to a specialist for fear of being labeled crazy. The purpose of this study is to design ambient media as an educational medium for stigma against schizophrenia. This study explains the need for more educational campaigns to increase understanding of schizophrenia and reduce stigma in society. Individuals with schizophrenia should receive better support and opportunities for social development. This study uses a descriptive qualitative method and a design thinking approach with data collection techniques of literature studies, observation, and interviews. Interviews with informants, such as sufferers, families, and health workers, this study identified various forms of stigma, such as nicknames, negative judgments, and discrimination. The results of this study are designed as a campaign strategy using ambient media as an informative and interactive visual medium. Thus, this ambient media is expected to be more effective in reaching the community.

Keywords: Stigma, Schizophrenia, Society, Campaign, Ambient

References :

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