

ABSTRACT

Designing a Visual Campaign “Reach Out For Hope” To Prevent Depression And Suicide for Teenagers

Made Rosa Delima

¹⁾ Student of Visual Communication Design, University of Pembangunan Jaya

In South Tangerang, Indonesia, mental health issues, particularly depressive disorders, often go unaddressed due to widespread misconceptions and stigma. Many residents believe that mental disorders are not real medical conditions, but rather a reflection of weak faith. This negative perception leads to the marginalization and ridicule of those suffering from depression. As a result, individuals with depressive disorders in South Tangerang are often reluctant to seek professional help or engage in preventative measures, fearing social stigma and embarrassment. This avoidance of treatment can have severe consequences, potentially leading to fatal outcomes such as suicide. This study examines the importance of depression prevention efforts and professional consultation in mitigating these negative effects. Utilizing a mixed-methods approach based on design thinking theory, the research employs interviews, questionnaires, and literature review for data collection. The primary focus is to evaluate the significance of the "Reach Out For Hope" campaign in educating the public, especially teenagers, about depressive disorders and their symptoms. Additionally, the study aims to assess how the campaign provides information on treatment options, encouraging those affected to seek help and avoid suicidal thoughts. This revised version improves readability, clarity, and flow while maintaining the essential information from the original paragraph.

Keywords: *Depression disorder, Negative Stigma, Teenagers, South Tangerang City, do not receive essential treatment*

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