



**DESIGNING MEDIA EDUCATION TO PREVENT STIGMA
AND DISCRIMINATION AGAINST PLHA**

(Case Study: AIDS Commission District Cirebon)

UNDERGRADUATE THESIS

**Submitted as one of the requirements to
obtain Sarjana Desain**

**By:
ERVIO CITRA BIOSI AUREAL**

013202000012

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VISUAL COMMUNICATION DESIGN

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Designing Media Education to Preventing Stigma and Discrimination Against PLHA
(Case study : AIDS Commission District Cirebon)

by
Devio Gita Hesti Aureli
01426200004

Supervised by :
Fransiska Rachel S. Sidiq, M.D.Si
Rita Didi Adhika Umarah, S.D.Si., M.Adi

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ABSTRACT

The purpose of this research is to create a media education and will help improve the awareness for people who had stigma towards PLHA (People living with HIV/AIDS). With the creation of not a solution for the society, especially for people in the society, this research will be more convenient. So that the support can be added into the HIV virus to seek treatment immediately. This research method was a literature study, helping people aged 18-24 years. The design is adapted to social strategy, starting by emphasizing "participation" at once regarding stigma and discrimination as well as giving explanation about HIV.



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Designing Media Education to Preventing Stigma and Discrimination Againts PLHA (Case Study : AIDS Commission District Cirebon) By Ervio Citra Biosi Aureal 013202000012 Supervised by : Fransiska Rachel, S.Sn., M.Ds.

Rinaldi Aditya Gratama, S.Ds., M.A.B A thesis submitted to Faculty of Computer Science President University As Partial Fulfilment of the Requirement for Bachelor Degree in Visual Communication Design Cikarang, Bekasi, Indonesia 2023 ABSTRACT The purpose of this research is to create a media education that will build awareness and concern for the society to avoid bad behavior towards PLHA (People Living with HIV-AIDS).

With the existence of media education for the society, especially teenagers in the Cirebon city, it is hoped that sufficient awareness will be built to support people infected with the HIV virus to seek treatment immediately.

The design method uses a creative strategy, targeting youth aged 15-24 years old.

The design is adapted to a visual strategy, namely by emphasizing important information regarding stigma and discrimination as well as a general explanation about HIV-AIDS itself which is packaged in a playful atmosphere, so that people, especially teenagers, can see the context of this information which can build emotional encouragement.

The results of the design show the implementation of media education that can target the audience precisely because it is placed on media that will be used by the AIDS Commission District Cirebon institution as a socialization tool, as well as the existence of supporting media

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ABSTRACT

The purpose of this research is to create a media education that will build awareness and concern for the society to avoid discrimination against PLHA (People Living with HIV-AIDS). With the existence of media education for the society, especially teenagers in the Cirebon city, it is hoped that sufficient awareness will be built to support people infected with the HIV virus to seek treatment immediately. The design method uses a creative strategy, targeting youth aged 15-24 years old in the form of flipchart. The design is adapted into a visual strategy, namely by emphasizing important information regarding stigma and discrimination as well as a general explanation about HIV-AIDS, itself packaged in a playful atmosphere so the target audience see the context of this information and build emotional encouragement. The results of the design show the implementation of media education that can target the audience precisely because it is placed on media that will be used by the AIDS Commission District Cirebon institution as a socialization tool, as well as the existence of supporting media that helps the target know more about HIV-AIDS and how to treat PLHA well.

Keywords: *Media Education, HIV-AIDS, Flipchart, PLHA, Stigma and Discrimination, Aids Commission District*

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Although the author has tried her best to complete this final project, the author realizes that this project is still lacking. The author hopes this final project report will help other students and designers do similar projects.

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