

# Design Graphic Design Campaign for Raising Schizophrenia Awareness Among Adolescents: A Case Study of YKTB 2 Vocational High School Bogor and the Schizophrenia Care Community

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## Abstract

Mental health issues, particularly among adolescents, are a global issue that is gaining increasing attention. The World Health Organization (WHO) states that one in seven adolescents experiences a mental disorder, but social stigma often prevents them from seeking help. In Indonesia, schizophrenia is a serious mental disorder that remains misunderstood by the public, especially among adolescents who are heavily influenced by digital culture and social media. The lack of educational and engaging visual campaigns about schizophrenia makes it crucial to address this topic through an adaptive, theory-based visual communication approach. This research aims to design a digital graphic design campaign aimed at raising adolescent awareness of schizophrenia and reducing the stigma associated with it. The approach used was the Research and Development (R&D) method with the ADDIE (Analysis, Design, Development, Implementation, Evaluation) model and the ACME (Audience, Channel, Message, Evaluation) campaign strategy. Data was collected through observation, interviews, and pre- and post-tests, validated by experts from the fields of design and psychology. The expected outcome of this research is the creation of an effective, engaging, and evidence-based visual campaign product that can serve as a model for digital mental health communication among Indonesian adolescents.

**Keywords:** ADDIE, Design, Campaign, Health, Schizophrenia.

## 1 INTRODUCTION

Adolescents are in a phase of identity, cognitive, and social development that is highly vulnerable to psychological stress. Exposure to digital media, academic pressures, and the dynamics of social relationships increase the potential for mental disorders [3]. Furthermore, social media use is correlated with adolescents' psychological well-being, acting as both a protective and risk factor [4]. Among various mental disorders, schizophrenia is one of the most stigmatized. This disorder is often misunderstood as a "multiple personality" or associated with violence, even though clinically schizophrenia is a chronic psychotic disorder that affects an individual's perception, thoughts, and emotions. This negative perception creates a strong social stigma. Setia Lesmana and Chung [5] found that perceived stigma plays a significant role in mediating help-seeking behavior among Indonesian adolescents. This means that the higher the stigma, the lower the tendency for adolescents to seek professional help. This problem is exacerbated by the lack of visual campaigns

specifically designed to be youth-friendly and sensitive to their psychological experiences. Existing mental health campaigns tend to be formal and informative and do not accommodate visual language closely associated with Generation Z culture. Survey data from the Ministry of Communication and Information Technology [6] shows that Generation Z has a high level of digital platform usage. In visual communication design, the role of graphic design is no longer limited to aesthetics, but also functions as a strategic communication tool to shape social meaning. Mayer [7], in multimedia learning theory, explained that learning becomes more effective when information is presented through a combination of text and visuals that are cognitively integrated. Furthermore, the use of visual metaphors in health communication has been shown to increase audience understanding and engagement [8]. A systematic review of media-based mental health awareness campaigns demonstrated a positive impact on increasing knowledge and changing attitudes among adolescents [9]. Spencer et al. [10] also emphasized the importance of evaluating



the initial impact of communication campaigns to ensure message effectiveness. Therefore, designing graphic design campaigns to raise awareness about schizophrenia among adolescents needs to be systematically designed, theory-based, and empirically tested for generation Z.

## 2 LITERATURE REVIEW

### 2.1 Adolescent Mental Health Theory

Adolescence is a transitional phase marked by complex biological, cognitive, emotional, and social changes. In this study, adolescents are defined as individuals aged 15–19 years, referring to the classification of adolescence by the World Health Organization (WHO), which categorizes adolescence as the developmental stage between 10 and 19 years old [1]. During this stage, individuals experience the development of self-identity, the search for meaning in life, and increased sensitivity to social acceptance. The World Health Organization stated that mental disorders in adolescents are often rooted in the interaction between biological, psychological, and social environmental factors [1]. Furthermore, the WHO explained that adolescence is a critical period for developing social and emotional habits important for mental well-being, making this phase highly influential on long-term mental health outcomes [1]. Psychosocially, adolescents tend to have a high need for social affiliation and validation from peer groups.

The school environment and digital media become primary arenas for identity formation. Lin, Huang, and Luo [2] found that digital media use has a significant relationship with adolescents' mental health, especially during periods of crisis such as the pandemic. Meanwhile, Zhong, Huang, and Liu [3] found that social media can be both a source of social support and psychological distress, depending on the context of the interaction. Vulnerability to stigma also increases during adolescence. Unstable identities make adolescents more susceptible to social labeling. Setia Lesmana and Chung [4] found that perceived stigma acts as a mediator between school climate and help-seeking behavior among Indonesian adolescents. This means that when adolescents perceive mental disorders negatively within their environment, they tend to isolate themselves and become reluctant to seek professional help. Mental health literacy therefore becomes an important protective factor in reducing the impact of stigma. The Ministry of Health of the Republic of Indonesia [5] emphasized the importance of early mental health education as a preventive effort. The Ministry's adolescent mental health education guideline also highlighted the need for a communicative approach that is relevant to adolescent.

### 2.2 The Concept of Schizophrenia and Social Stigma

Schizophrenia is a severe mental disorder characterized by disturbances in perception, thinking, emotions, and behavior. Clinically, symptoms of schizophrenia include hallucinations, delusions, impaired organized thinking, and decreased social functioning. This disorder typically emerges in late adolescence or early adulthood, making interventions in this age group particularly relevant. Despite this, schizophrenia is often the most stigmatized mental disorder. Public perceptions that associate schizophrenia with violence or "permanent madness" reinforce social distance from sufferers. Setia Lesmana and Chung [2] found that perceived stigma has a significant impact on help-seeking behavior. Adolescents who feel threatened by social labels tend to delay or even avoid professional consultation. Social stigma not only impacts psychological well-being but also impacts access to education, employment, and social relationships. WHO [1] states that discrimination against individuals with mental disorders exacerbates the global burden of disease. An anti-stigma approach is an essential component of any mental health campaign. An anti-stigma approach emphasizes three main strategies: education, social contact, and advocacy. Tam et al. [3] in their systematic review found that strategically designed media campaigns can increase knowledge and improve attitudes toward mental disorders in adolescents. Spencer et al. [8] also emphasize the importance of evaluating the initial impact of communication campaigns to ensure that the messages conveyed do not reinforce stereotypes. In graphic design, an anti-stigma approach must be realized through humanistic visuals, avoid extreme imagery, and emphasize messages of hope and recovery. Overly dramatic visuals have the potential to reinforce fear. Campaign design must prioritize empathy, realistic representation, and narratives that build social solidarity.

### 2.3 Visual Communication Design in Social Campaigns

Visual communication design plays a strategic role in conveying complex social messages. In mental health campaigns, graphic design is not merely an aesthetic tool, but also functions as an instrument of persuasion and education. Mayer [1], through multimedia learning theory, explained that the integration of appropriately designed text and visuals can improve understanding and retention of information. This principle became the foundation for designing effective campaign materials in this study. One important approach used in this campaign is the application of visual metaphors. Faize and Ahmad [2] found that visual

metaphors in health communication can increase message effectiveness by simplifying abstract concepts into representations that are easier to understand. In the context of schizophrenia awareness, visual metaphors can illustrate emotional struggles and social pressure without reinforcing negative stereotypes toward individuals with schizophrenia. Visual hierarchy also becomes an important design element. The arrangement of typography, color contrast, image composition, and layout determines how audiences process information and focus on the main message. The principle of visual hierarchy helps direct the audience's attention toward the most important information before they read supporting elements [3]. Therefore, campaign materials in this study were designed with a clear layout structure and balanced visual composition to improve readability among adolescents aged 15–19 years. The campaign design in this study uses blue, white, and black as the primary color palette. Blue psychologically represents calmness, trust, and emotional stability, making it suitable for mental health campaigns [4]. White symbolizes openness, simplicity, and clarity of information, while black is used to create emphasis and visual contrast to strengthen readability. The combination of these colors was selected to create a professional, empathetic, and non-threatening visual impression for adolescent audiences. Typography also has an important psychological and communicative function in digital campaigns. Sans-serif typography was chosen because it provides high readability on digital platforms and creates a modern and approachable impression for Generation Z audiences [5]. In addition, digital-based campaign media were selected because adolescents are highly active users of social media and digital platforms. The Ministry of Communication and Information Technology [6] reported that Generation Z has a high level of digital media engagement, making digital graphic design an effective communication channel for mental health awareness campaigns. Through social media content, posters, and digital visual storytelling, campaign messages can be delivered more interactively and emotionally to increase audience engagement and mental health literacy.

## 2.4 ADDIE Model in R&D

The ADDIE model is a systematic framework for developing educational and communication products. Spatioti, Kazanidis, and Pange [6] explain that ADDIE consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The Analysis stage includes identifying audience needs, analyzing the social context, and mapping stigma issues. The Design stage involves designing visual concepts, key messages, and distribution strategies. Development focuses on producing campaign materials such as digital posters,

social media content, and interactive educational materials. Implementation is carried out through campaign distribution on digital platforms and in school settings. Evaluation includes measuring effectiveness through pre- and post-tests. Creswell and Creswell [4] emphasize the importance of systematic research design in measuring the impact of interventions. Furthermore, the qualitative data analysis approach of Miles, Huberman, and Saldaña [5] can be used to evaluate participant responses in depth. The ADDIE model provides a clear structure so that the campaign design process is not merely intuitive, but based on research and measurable evaluation.

## 2.5 ACME Campaign Strategy

The ACME (Audience, Channel, Message, Evaluation) strategy is a communication framework that complements ADDIE. Audience refers to the segmentation of adolescents as the primary target, taking into account their psychosocial characteristics and media preferences. Channel refers to the selection of distribution media, especially digital platforms popular among Generation Z. Messages emphasize empathetic, anti-stigma, and educational messages. Messages must be structured with simple language, humanistic visuals, and narratives of hope. Evaluation is conducted to measure changes in knowledge and attitudes. Tam et al. [3] found that the success of a mental health campaign is determined by a combination of increased literacy and changes in social attitudes.

## 2.6 Previous Research

Various studies have examined the effectiveness of visual communication design media in mental health campaigns. Tam et al. [3], through a systematic review, found that digital and visual media campaigns positively influenced adolescents' mental health awareness, particularly when using interactive and emotionally engaging content. Spencer et al. [8] emphasized the importance of evaluating visual campaign messages early to avoid misinterpretation and unintended stigma effects. In the field of visual communication design, visual elements such as color, typography, illustration, and layout play an important role in shaping audience perception and emotional response. Effective visual hierarchy and simplicity improve message comprehension and audience engagement in educational media. In relation to social media design, Anter [11] found that visually engaging social media content contributed significantly to improving mental health literacy during the pandemic era. Research by Bulkani et al. [15] also demonstrated that animation-based educational media integrated with local cultural values improved student learning outcomes and audience

interest, indicating the strong potential of visual storytelling approaches in educational campaigns. Furthermore, combining visuals with concise text can significantly increase information retention and understanding compared to text-only communication. However, most previous studies have focused on mental health issues in general and rarely discussed schizophrenia stigma among Indonesian adolescents specifically. In addition, the integration of the ADDIE instructional design model with ACME visual communication strategies in developing digital graphic design campaigns has not been comprehensively explored. Based on the reviewed studies, several important findings are applied in this research, namely: (1) the use of attractive visual elements to increase audience attention and understanding, (2) the importance of clear visual hierarchy and concise messaging, (3) the effectiveness of social media-based educational campaigns for adolescents, and (4) the potential of animation and culturally relevant visuals in strengthening campaign engagement and reducing stigma.

Table 1. Previous Research

No.	Research Title	Main Findings	Limitations
1	Use of Visual Metaphors in Health Communication: An Analysis of Effectiveness	Visual metaphors improve understanding and retention of mental health messages.	Does not specifically focus on schizophrenia among adolescents.
2	A Systematic Review of the Impacts of Media Mental Health Awareness Campaigns on Young People	Digital and visual-based media campaigns significantly increased adolescents' awareness and reduced stigma toward mental health.	Results varied considerably across studies.
3	News/Entertainment Social Media Engagement and Social Media Health Literacy	Social media content contributed to improving mental health literacy during the pandemic.	Does not discuss graphic design as the main communication element.
4	Digital Media Use and Adolescents' Mental Health During COVID-19	Digital media use played an important role in influencing adolescents' mental health.	Did not specifically evaluate visual communication campaigns.

### 3 RESEARCH METHODS

#### 3.1 Research Design

This research uses a qualitative approach based on Research and Development (R&D) with the ADDIE model as the primary framework for developing graphic design campaign products. The R&D approach was chosen because this research aims not only to generate theoretical findings but also to develop a tangible product in the form of a digital visual campaign with proven effectiveness. Sugiyono [16] explains that the R&D method is used to produce a specific product while simultaneously testing its effectiveness through systematic and evaluative stages.

The ADDIE model, consisting of Analysis, Design, Development, Implementation, and Evaluation, provides a comprehensive conceptual structure for the design process [8]. The Analysis phase was conducted to identify adolescents' needs related to schizophrenia literacy and stigma. The Design phase focused on designing visual concepts, message strategies, and digital media formats. The Development phase involved producing campaign materials such as digital posters, social media content, and visual educational materials. Implementation was carried out through distribution of the campaign to research subjects. The Evaluation phase included measuring effectiveness through pre- and post-tests and expert validation. Methodologically, the research design also referred to the mixed-research framework for developing social interventions described by Creswell and Creswell [4], where qualitative data was used to understand context and perceptions, while quantitative data was used to objectively measure change.

#### 3.2 Location and Research Object

The research subjects were adolescents aged 15–19 years in mid to late adolescence. This age range was chosen because it is a critical period for the emergence of early symptoms of psychotic disorders, including schizophrenia, as well as the formation of social attitudes towards mental health issues. The World Health Organization [1] states that adolescence is a crucial period in the formation of social and emotional habits that influence long-term mental health. The research was implemented at SMK YKTB Bogor as the main location for the campaign trial. This school was selected based on accessibility considerations, institutional readiness to support mental health literacy programs, and the characteristics of students who actively use digital media. Furthermore, content validation was conducted in collaboration with the Indonesian Schizophrenia Care Community (KPSI), a community with experience advocating for and assisting individuals with schizophrenia. This community involvement was crucial

to ensure that the designed visual messages were unbiased, did not reinforce stereotypes, and aligned with anti-stigma principles. The characteristics of the study subjects included diverse social backgrounds, high levels of social media use, and varying levels of prior knowledge about mental health. Initial data were collected to map baseline awareness and attitudes toward schizophrenia before the campaign intervention was implemented.

### 3.3 Data Collection Techniques

Data collection was carried out using several techniques to ensure the depth and validity of the findings.

#### 1. Observe Social Media Trends

Observations were conducted on mental health-related content circulating on popular social media platforms among Generation Z, focusing on specific accounts such as @sehatmental.id, @mentalhealthid, and @peduliskizofrenia (Komunitas Peduli Skizofrenia Indonesia/KPSI) on Instagram as reference sources. Data from the Indonesian Ministry of Communication and Information Technology [17] indicates the high intensity of digital media use among Generation Z, making visual and content trend analysis essential in designing relevant mental health campaigns. This observation includes an analysis of visual style, language use, audience responses, as well as interaction patterns such as likes, comments, and shares in order to understand how mental health messages are communicated and received in digital spaces.

#### 2. Expert Interview

In-depth interviews were conducted with three groups of informants, namely students aged 15–19 years from vocational high schools (SMK), a graphic design teacher from SMK YKTB who serves as a visual communication design expert, and a mental health professional from the Indonesian Schizophrenia Care Community (KPSI). The interviews aimed to explore perspectives on empathetic visual communication approaches, limitations in schizophrenia representation, and anti-stigma strategies in mental health communication. This approach aligns with qualitative research methods that emphasize the exploration of meaning and lived experience.

#### 3. Design Expert Validation

Expert design validation was conducted to evaluate the effectiveness of the visual communication design, including aspects of aesthetics, visual

hierarchy, typography, color usage, and message readability. This validation involved a graphic design teacher from SMK YKTB as a visual communication design expert. Principles of multimedia learning were used as a theoretical reference to ensure effective integration between text and visuals, emphasizing cognitive efficiency and clarity in information delivery.

Psychiatrists assess the accuracy of the information, the sensitivity of the language, and the potential psychological impact of the campaign content. This validation is crucial to prevent the campaign from triggering misinterpretation or excessive fear.

#### 4. Pre-test and Post-test

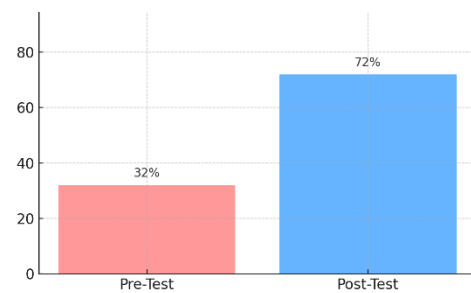


Figure 1. Pre-test and Post-test

A The graph shows a significant increase in participants' understanding of schizophrenia after the campaign. The pre-test results indicated that adolescents' awareness of mental health was relatively low, with positive responses reaching only 32%. This suggests limited prior knowledge and low concern regarding mental health issues, particularly schizophrenia.

After exposure to the educational media, post-test results showed a substantial improvement, with positive responses increasing to 72%. Participants demonstrated greater awareness, empathy, and understanding of mental health issues, as well as the importance of social support and professional assistance. Overall, the findings indicate that the developed educational media was effective in improving adolescents' self-awareness and understanding of schizophrenia, while also serving as an educational and empathetic visual communication medium appropriate for teenage audiences.

#### 5. Member Check

Member checking techniques are used to ensure that the researcher's interpretation aligns with the participants' understanding. Meaningful member checking increases the credibility of qualitative

research by providing participants with the opportunity to confirm findings.

#### 6. Data Triangulation

Triangulation was carried out by comparing observation data, interviews, questionnaire results, and expert validation to increase the validity and reliability of research results.

### 3.4 Data Collection Techniques

The main instruments in this study include:

#### 1. Anti-Stigma Awareness and Attitude Questionnaire

The questionnaire was designed to measure adolescents' understanding of schizophrenia, their perceptions of those affected, and their tendency to seek help. A Likert scale was used to quantitatively measure changes in attitudes.

Interview Questions (Wantja – Mental Health Doodle Artist).

- a. Could you briefly tell us about your background and when you started creating doodle art?
- b. Why are you interested in raising mental health themes through your artworks?
- c. What usually inspires you when creating illustrations?
- d. In your opinion, why is it important to raise awareness about schizophrenia among teenagers?
- e. What are the challenges in creating artworks about schizophrenia?
- f. What should be avoided when illustrating mental health issues?
- g. Could you briefly describe your illustration style?
- h. If you were to create illustrations about schizophrenia, what approach would you use?
- i. According to you, what visual elements are most effective for teenagers?
- j. How do teenagers usually respond to your artworks?
- k. Which platforms do you use most frequently to share your work?
- l. Have any of your artworks ever gone viral or had a strong impact? Could you tell us about it?
- m. May I use one of your artworks in my schizophrenia educational campaign poster (with proper credit to your name, of course)?
- n. If the poster is later published as part of my final academic project (non-commercial use), what should I pay attention to regarding permission or attribution?

- o. What message would you like to share with teenagers so they become more aware of mental health, especially schizophrenia?
- p. Among all your artworks, is there one that you think would be most suitable for this educational campaign?
- q. What are your hopes for the future of art and mental health awareness?

Interview Questions (KPSI – Indonesian Schizophrenia Care Community)

- a. Could you tell us about the background and goals of this schizophrenia care community?
- b. Why do you think it is important to increase schizophrenia awareness among teenagers?
- c. What is your opinion on the use of graphic design in social campaigns to raise awareness about schizophrenia?
- d. In your opinion, what graphic design elements are most effective in attracting teenagers' attention and delivering messages about mental health?
- e. What are the main challenges in delivering information about schizophrenia to teenagers?
- f. How do teenagers generally respond to the information you provide about schizophrenia?
- g. What strategies has your community used in campaigns to increase mental health awareness among teenagers?
- h. Do you use social media or other digital platforms to reach teenage audiences? If yes, which applications or platforms do you use?
- i. How do you measure the impact of the campaigns conducted by your community?
- j. Do you have any successful examples of campaigns that increased schizophrenia awareness among teenagers?
- k. What are your hopes for the future regarding awareness and understanding of schizophrenia among society, especially teenagers?
- l. What message would you like to share with teenagers regarding mental health and the importance of supporting people living with schizophrenia?

#### 2. Interview Guidelines

A semi-structured interview guide was developed to explore expert views on visual strategies and empathetic communication.

This sheet is used to assess aspects of content, language, visual design, and the suitability of messages to mental health and anti-stigma principles.

3. Data Collection Techniques

The independent variable in this study was a digital-based graphic design campaign developed using the ADDIE model. The campaign included digital posters, social media content, and educational visual materials designed using a visual metaphor approach [14] and multimedia learning principles [13]. The dependent variables were adolescents' level of awareness of schizophrenia and anti-stigma attitudes. Awareness levels were measured through understanding the definition, symptoms, and scientific facts. Anti-stigma attitudes were measured through perceptions of sufferers and readiness to support individuals with the disorder. Setia Lesmana and Chung [2] found that perceived stigma influences help-seeking behavior, making attitude measurement an important indicator of campaign success. Data analysis was carried out using two main approaches.

a. Quantitative Descriptive Analysis

Pre-test and post-test data were analyzed using descriptive statistics to determine changes in average scores for anti-stigma awareness and attitudes. Comparing pre- and post-intervention scores demonstrates the campaign's numerical effectiveness.

Table 2. Quantitative Descriptive Analysis

Analysis Type	Data Source	Analysis Technique	Purpose	Expected Outcome
Quantitative Descriptive Analysis	Pre-test and post-test questionnaires from adolescents	Descriptive statistical analysis comparing average scores before and after the intervention	To identify changes in adolescents' awareness and anti-stigma attitudes toward schizophrenia after exposure to the campaign poster	An increase in average post-test scores indicating improved awareness, understanding, and more positive attitudes toward schizophrenia
Campaign Effectiveness Measurement	Responses from campaign participants	Comparison of percentage results between pre-test and post-test	To measure the numerical effectiveness of the visual communication campaign	Evidence that the poster campaign effectively increases self-awareness and reduces stigma among

				adolescents
Attitude Change Analysis	Questionnaire and observation results	Interpretation of score changes and response patterns	To evaluate emotional and behavioral responses after viewing the campaign media	Adolescents demonstrate more empathetic, open-minded, and supportive attitudes toward people with schizophrenia
Visual Communication Evaluation	Posterior and audience feedback	Analysis of audience responses to visual elements, language, and layout	To assess whether the visual design successfully delivers the intended message	Visual elements and simple language improve message comprehension, attention, and emotional engagement

b. Quantitative Descriptive Analysis

Interview data and open-ended responses from the mental health doodle artist and the Indonesian Schizophrenia Care Community (KPSI) were analyzed using thematic analysis techniques proposed by Miles et al. [5]. The analysis process included data reduction, data presentation, and conclusion drawing. The interview findings were used to identify key themes related to visual communication design, adolescents' responses, stigma toward schizophrenia, and the effectiveness of social media campaigns. In addition, the results of the pre-test and post-test questionnaires were discussed in the Results and Discussion section to support the qualitative findings and evaluate the effectiveness of the campaign media in increasing adolescents' awareness and anti-stigma attitudes toward schizophrenia.

c. Comparison of Pre-test and Post-test

Comparisons were made to identify significant improvements in understanding and attitude change before and after exposure to the campaign media. The pre-test and post-test results were further discussed in the Results and Discussion section to explain the effectiveness of the visual communication campaign in increasing adolescents' mental

health literacy and reducing stigma toward schizophrenia. This evaluation also referred to the findings of Tam et al. [3], who emphasized that successful mental health campaigns should demonstrate both increased literacy and positive attitude change as key indicators of effectiveness.

#### 4 RESULTS AND DISCUSSION

This section presents the research results. Research results can be supplemented with tables, graphs (images), or charts. The discussion section presents the results of data processing, interprets the findings logically, and relates them to relevant references.

##### 4.1 Image and Table

This graphic design campaign was designed based on the fact that the stigma surrounding schizophrenia in adolescents remains high, resulting in low mental health literacy and help-seeking behavior. The World Health Organization [1] states that adolescence is a crucial phase of psychosocial development, and untreated mental health disorders can persist into adulthood. In Indonesia, the Ministry of Health of the Republic of Indonesia [18] states that This graphic design campaign focused on reducing stigma and improving adolescents' awareness of schizophrenia through educational and empathetic visual communication. The findings showed that stigma contributed to low understanding and limited empathy toward people with schizophrenia. Therefore, the campaign used visual interventions designed to deliver clear, relatable, and non-discriminatory messages. The discussion highlighted that the integration of text and visuals played an important role in improving message comprehension and emotional engagement among adolescents, in line with Mayer's [13] multimedia learning theory. In addition, the use of visual metaphors and supportive illustrations helped communicate mental health issues more effectively without creating fear or negative perceptions, supporting the findings of Faize and Ahmad [14]. The campaign results indicated that visually engaging and emotionally relatable poster designs were effective in increasing mental health literacy and encouraging more empathetic attitudes toward schizophrenia among adolescents. This research framework visualizes the relationship: stigma → visual intervention → increased awareness. Stigma is positioned as an initial variable influencing low understanding and empathy. The findings of Setia Lesmana and Chung [2] indicate that perceived stigma acts as a mediator between school climate and adolescent help-seeking behavior. Therefore, the visual intervention

was designed to improve mental health literacy and reduce stigma through educational, empathetic, and non-discriminatory messages. The visual intervention refers to Mayer's [13] multimedia learning theory, which emphasizes the harmonious integration of text and visuals for optimal message processing in working memory. Conceptually, this approach is reinforced by the principles of effective health communication design, where visual metaphors can enhance understanding without instilling fear [14].

Table 3. Product Design Result

No.	Activity	Time / Date	Description
1	Preliminary study: social media trend observation, literature review, expert interviews	Jul – Dec 2025	Identification of research problems and strengthening research urgency
2	Development of research instruments & initial campaign concept design	Jan – Jun 2026	Preparation of pre/post-test questionnaires and graphic content design
3	Expert validation and visual design revision	Jul – Sep 2026	Content correction by graphic designers and psychologists
4	Content finalization & limited campaign pilot test	Oct – Dec 2026	Adjustment of content based on adolescent characteristics
5	Initial campaign implementation on social media (Phase I)	Jan – Jun 2027	Content distribution via TikTok, Instagram, and YouTube
6	Monitoring engagement & initial post-test distribution	Jul – Sep 2027	Evaluation of audience engagement and collection of initial feedback
7	Extended campaign implementation (Phase II, larger scale)	Oct – Dec 2027	Collaboration with schools and youth communities
8	Final data collection & interviews	Jan – Feb 2028	Collection of post-test data and qualitative responses

The research adopted an R&D approach [16] combined with a mixed methods design [4] to explore adolescents' understanding of schizophrenia and evaluate the effectiveness of visual communication media. The initial findings from the analysis stage showed that adolescents had limited mental health

literacy and tended to associate schizophrenia with negative stereotypes, indicating a strong presence of stigma in their perceptions. In addition, early survey and observation results suggested that visually engaging and simplified educational media were more likely to attract attention and improve message comprehension among adolescents. Based on these findings, the research established the need for a visual-based intervention before proceeding to the design process. This decision is further supported by the ADDIE model [6], which emphasizes that instructional design should be grounded in clear needs analysis before entering the design stage. Therefore, the results from the analysis phase served as the foundation for developing visual concepts, storyboards, and poster prototypes aimed at improving awareness and reducing stigma toward schizophrenia among adolescents. This structure aligns with the ADDIE model described by Spatioti et al. [6], where each stage is interconnected to ensure the quality of educational products.



Figure 2. Product Design

Calming color palette, including soft blues and pastel greens, associated with psychological calm. This strategy took into account Lin et al. [9] findings that exposure to non-sensational media tends to reduce anxiety in adolescents. The campaign illustrations were created using a semi-flat illustration style, which combines simple shapes, minimal details, and subtle expressive elements. According to visual communication theory, this style helps simplify complex information and makes the visuals more attractive and easier to understand for adolescents. The friendly and non-clinical appearance also supports the campaign's goal of reducing stigma toward schizophrenia. Based on the literature review, the campaign applies several design principles, including visual hierarchy, simplicity, and emotional design. Visual hierarchy is shown through differences in size, placement, and contrast to guide audience attention from the title to supporting information. The principle of simplicity is reflected in the use of short copywriting, clean layouts, and simple illustrations to improve readability and comprehension. In addition, emotional design theory is applied through

expressive characters and relatable visuals that help create empathy and emotional connection with the audience. The campaign also relates to multimedia communication theory because the visual identity is consistently applied across posters and social media content. This consistency strengthens message delivery and helps increase awareness and understanding of mental health issues among adolescents, with humanistic facial expressions to avoid "scary" stereotypes. This is important because media often reinforces negative images of people with mental disorders [3] Introduction to Schizophrenia Theme The campaign was created in response to the low level of schizophrenia literacy and the high stigma toward mental health among adolescents. Many teenagers still misunderstand schizophrenia and often associate it with dangerous behavior. Therefore, this visual communication campaign aims to increase awareness and improve self-awareness among adolescents aged 15–19 years. The campaign is distributed through digital platforms such as Instagram, TikTok, and school environments using illustrated posters and social media content with simple messages and doodle-style visuals. The campaign applies an educational–emotional approach to make mental health information easier and more relatable for teenagers. The poster serves as the main visual medium, designed to educate audiences about schizophrenia and provide practical self-awareness strategies. The doodle illustration style creates a friendly and non-clinical impression, making the topic feel less intimidating. The copywriting uses simple, conversational, and instructional language to ensure readability. The content is presented in a numbered list format, such as “6 Ways to Improve Self-Awareness,” to help audiences understand and remember the information more easily. Medical terms are minimized, while practical advice like stress management, emotional journaling, and open communication is emphasized. The layout uses a clear visual hierarchy with large titles, subheadings, numbered points, and supporting illustrations to guide readers through the information. Typography combines playful display fonts with simple sans-serif fonts to create a balance between attractiveness and readability. Overall, the design integrates visual communication principles and educational psychology to create an engaging and accessible campaign that supports schizophrenia awareness and stigma reduction among adolescents.

The campaign should be presented in a systematic and logical sequence to clearly explain the development process of the design media. The discussion begins with the 5Ws and 1H analysis, which explains the background, objectives, target audience, media distribution, implementation process, and communication strategy of the campaign. This section establishes the foundation of the campaign by identifying the issue of low schizophrenia literacy and

high stigma among adolescents, as well as the campaign’s goal to improve awareness and self-awareness through visual communication media. After explaining the 5Ws and 1H, the discussion continues with the campaign design concept. The campaign adopts an educational–emotional approach that aims to make mental health information more accessible, relatable, and less intimidating for adolescents. Friendly doodle-style illustrations and simplified messages are used to reduce the clinical impression often associated with schizophrenia topics. The next section discusses the visual media concept. Since the introduction states that the campaign includes multimedia and social media content, the analysis should not only focus on posters but also explain the role of digital media such as Instagram posts, TikTok content, and other supporting visual assets. The poster functions as the main visual medium, while social media content supports broader audience engagement and campaign dissemination. Furthermore, the copywriting section explains the use of simple, conversational, and instructional language to ensure readability among teenagers. Short phrases such as “Mental Health Matters,” “Ask for Help,” and “Educate Yourself” are designed to deliver clear and memorable messages while encouraging positive attitudes toward mental health awareness. The layout section describes how visual elements are arranged hierarchically, with the main title placed at the center as the focal point and supporting illustrations surrounding it to guide viewers’ attention. Typography combines playful handwritten-style fonts with readable sans-serif text to create a balance between attractiveness and clarity. In addition, visual hierarchy is strengthened through differences in size, placement, spacing, and color contrast, ensuring that audiences can easily follow the intended information flow. Overall, the campaign integrates principles of visual communication and educational psychology to create engaging and accessible media that effectively support schizophrenia awareness and stigma.



Figure 3. Product Image

The third poster highlights the importance of support from friends and family. Zhong et al. [10] found that community-based social support, including through

social media, is positively correlated with youth mental health. The visual depicts a group of teenagers embracing each other in a circular arrangement as a symbol of solidarity.

#### 4.2 Trial Result and Validation

Pre-test data showed low literacy levels about schizophrenia. Most respondents associated schizophrenia with "multiple personalities" or aggressive behavior. The participants in this activity consisted of adolescents aged 15–19 years who were high school/vocational high school students and active social media users, in accordance with the main target audience of the campaign. The participants were selected using purposive sampling by considering characteristics that matched the campaign objectives, namely adolescents who are in the stage of self-identity development and have high exposure to digital information. Approximately seven adolescent participants were involved in the activity. In addition, the activity also involved two mental health experts, such as psychologists or counselors, who acted as campaign message validators to ensure that the information delivered was accurate and responsible. Teachers and parents were also involved as supporting parties in the communication process and reinforcement of campaign messages for adolescents.

Table 4. Trial Result and Validation

Main Theme	Data Source	Main Findings	Design Implications
Adolescents’ Understanding of Mental Health	Mental health professionals	Adolescents generally have limited understanding of mental health and tend to associate schizophrenia with dangerous or negative behavior.	The poster should present basic information about schizophrenia in a simple, factual, and non-threatening way to reduce misconception s.
Stigma Toward Schizophrenia	Mental health professionals	Stigma arises from low mental health literacy and the dominance of misinformation within social environments.	The poster should use empathetic visuals and language to reduce stigma and encourage a more humane perspective.
Adolescents’ Self-Awareness	Adolescents (15–19 years old)	Before the intervention, adolescents	The poster should function as an

		showed relatively low awareness and concern regarding mental health issues.	awareness trigger rather than a heavy or overly instructive educational medium.
Adolescents' Emotional Response	Adolescents (trial results)	Adolescents are more receptive to messages delivered through soft visuals and relatable illustrations.	The choice of colors, illustrations, and visual composition should create a sense of safety and emotional connection.
Language and Message Delivery	Observation and poster trials	Language that is too formal or overly medical tends to be ignored by adolescents.	The poster should use light, communicative, and youth-friendly language that reflects adolescents' everyday communication style.
Effectiveness of Poster Media	Pre-test and post-test results	There was an increase in high-level understanding from 32% to 72% after exposure to the poster media.	The poster proved effective as a visual educational medium for increasing adolescents' self-awareness regarding schizophrenia.
Changes in Adolescents' Attitudes	Questionnaires and observation	Adolescents showed more open-minded and empathetic attitudes after viewing the poster.	The poster should emphasize messages of acceptance, social support, and the importance of seeking professional help.

The visualization shows a significant increase in mean awareness scores after the intervention. This increase confirms Spencer et al. [8] findings that mental health communication campaigns can have a measurable initial impact on knowledge and attitudes. The evaluation included readability, color, illustrations, and language. The majority of respondents rated the colors as “calming” and the illustrations as “not intimidating.” The effectiveness of calming colors Blue-green colors

reduce the perception of visual threat. This is important because Anter [11] found that mental health literacy on social media is influenced by the way content is presented. Non-scary illustration The humanistic approach reduces the psychological distance between the audience and the issue. Visual hierarchy

The placement of titles, subtitles, and icons follows the principles of multimedia learning [13].



Figure 4. Result

Implementation was carried out through interactive presentation sessions and poster placement in strategic areas of the school. The audience response was highly enthusiastic, with students actively asking questions about myths and facts about schizophrenia.

Collaboration with the mental health community expanded the campaign's reach. Social media interactions showed increased engagement in the form of positive comments and content re-shares. Zhong et al. [10] emphasized the importance of digital community support in amplifying mental health messages. The feedback from psychology experts indicates that the message is in accordance with the guidelines for adolescent mental health education [18].

Table 5. Table Result

Aspect	Student (Adolescent)	KPSI Member
Layout & Composition	The poster was considered visually attractive and easy to understand, although some text sections appeared quite dense and required more time to read thoroughly.	The visual composition was well organized and the reading flow was clear, but stronger visual hierarchy was suggested so the main message could be captured more quickly.

Text Size & Readability	Some text was considered too small when viewed from a certain distance, requiring closer attention to read detailed information.	The text size was generally readable, but adjustments to the explanatory text size were recommended to make it more accessible for general readers.
Color & Illustration	The soft colors and character illustrations were considered attractive, non-threatening, and made the topic of schizophrenia feel lighter and more comfortable.	The color selection and illustrations were considered appropriate for an anti-stigma approach and successfully created an empathetic atmosphere in communicating mental health issues.
Language & Message Delivery	The language used was easy to understand and relatable to adolescents' daily lives, allowing the message to be received without sounding patronizing.	The poster language was communicative and non-judgmental, although clarification of certain terms was suggested to avoid multiple interpretations.
Material Understanding	The poster helped explain simple steps to improve self-awareness regarding schizophrenia.	The material was considered relevant and aligned with mental health education principles, although it should be emphasized that the poster is educational rather than diagnostic.
Emotional Impact	The poster created empathy and increased awareness about the importance of maintaining mental health and supporting others.	The poster was considered effective in reducing stigma and encouraging more open attitudes toward individuals with schizophrenia.
Media Usefulness	The poster was considered useful as an introductory educational medium that is easy to understand and visually engaging.	The poster was considered appropriate as a mental health awareness campaign medium with several technical improvements.

### 4.3 Theoretical Analysis and Design Reflection

Although the study has integrated the ADDIE model [6], the mixed-method evaluative approach [4], and the qualitative analysis framework of Miles et al. [5] the results of the analysis are still not presented in a sufficiently structured and detailed manner. The discussion of the findings tends to be general and does not yet clearly explain the relationship between the theoretical framework, the design process, and the evaluation results. Greater attention is needed to improve all aspects of the analysis, particularly in explaining how the campaign elements such as visual media,

copywriting, layout, typography, and visual hierarchy contributed to increasing literacy and reducing stigma among adolescents. In addition, the explanation of participant feedback, message effectiveness, and design revisions, including text simplification and color contrast adjustments, should be discussed more critically and systematically to strengthen the clarity and academic quality of the study.

## 5 CONCLUSION

This study concluded that systematic and structured graphic design campaigns based on the ADDIE model proved effective in raising adolescent awareness of schizophrenia. Through the stages of needs analysis, visual concept design, media development, implementation in school environments, and measurable evaluation, the campaign demonstrated a significant increase in post-test scores compared to the pre-test, indicating increased understanding and a more positive attitude towards mental health issues. Validation results from visual communication design experts and mental health practitioners indicated that the campaign materials were appropriate, communicative, and well-suited to the psychological characteristics of adolescents. However, there are no further detailed explanations regarding the validation criteria, assessment indicators, or specific feedback provided by the experts and practitioners. The use of empathetic illustrations, a non-threatening visual approach, and a humanistic narrative proved effective in helping reduce stigma and build a more supportive perspective towards individuals with schizophrenia. Furthermore, the use of social media as the primary distribution channel was deemed relevant to adolescents' information consumption habits, allowing the campaign message to reach a wider and more interactive audience. Going forward, it is recommended that this campaign be developed in a digital animation format to make it more engaging and dynamic, expanded nationally through cross-institutional collaboration, and integrated into the school curriculum as part of ongoing mental health education.

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