



Design of a Campaign for the Use of Public Facilities Related to Pedestrian Safety in Palembang City

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Abstract

Pedestrian safety in urban areas is a critical issue that is often overlooked, especially in large cities like Palembang. Although the city has provided various public facilities such as sidewalks, crosswalks, and pedestrian bridges, the reality is that many accidents still occur. This is due to a lack of public awareness in utilizing these facilities. This design aims to explore the relationship between the availability of public facilities and pedestrian behavior and its impact on their safety. Based on observations conducted, it was found that many pedestrians face various obstacles in using the existing facilities, such as a lack of knowledge or bad habits that lead them to ignore the available facilities. As a result, most pedestrians experience or nearly experience accidents while in pedestrian areas. To address this issue, a social campaign was designed to educate the public on the importance of using public facilities. This campaign is designed using the Design Thinking method, which focuses on a deep understanding of the target audience and data analysis through the 5W + 1H method. With this approach, the campaign is expected to have a significant positive impact on increasing public awareness, thereby ensuring better pedestrian safety in large cities like Palembang.

Keywords: Pedestrian Safety, Public Facilities, Social Campaign, Visual Communication Design, Design Thinking

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1. Introduction

The introduction section sets the stage for your study by providing context, defining the problem, highlighting its significance, and outlining your contribution. It should engage the reader, establish the relevance of your work, and clearly articulate the objectives of the research.

The introduction establishes the foundation for your entire paper and should engage the reader while clearly establishing the context and purpose of your research [1]. When writing your introduction [2], address these key questions: What is the background and context of this research? What previous work has been done in this area? (Provide a brief literature review), What gap or problem does your study address? Why is this research needed? What are your specific research objectives or questions?

Begin with broader concepts and gradually narrow to your specific research focus. The introduction typically comprises 1-1,5 pages and should include context and background, problem statement, significance of the

problem, literature review (brief), research objective, and contributions [3].

2. Methods

2.1 Data Collection Method

In designing this campaign, the data collection methods used were as follows:

2.1.1 Direct Observation

Data collection was conducted through direct observation, namely by exploring several protocol roads in the city of Palembang. Direct observation helps in capturing details and unique characteristics that can be integrated into the campaign design to be designed [9]. The results of direct observation can be seen in figures 1 to 3 below.



Figure 1. People crossing without using facilities



Figure 2. Pedestrian of facilities taken over by traders



Figure 3. People do not utilize the JPO facilities

2.1.1 Interview

Interviews are a data collection technique conducted through face-to-face meetings and direct question and answer sessions between the data collector and the data source/source [10]. Interviews allow researchers to collect diverse data from respondents in various situations and contexts [11]. Interviews were conducted with various related parties, including the Palembang City PUPR Office and the KOPEKA (Pedestrian Coalition) community. The interviews aimed to find the necessary information and data [12]. The information obtained from this interview process will certainly be helpful in the process of designing this campaign.

2.1.2 Literature Study

Library research is a method of collecting data by understanding and studying theories from various literature related to the research [13]. This library research is conducted by reviewing several sources that are relevant or related to the topic of this campaign, such as journals, articles, books, and other sources. Through library research, researchers can identify current trends, best practices, and design concepts that can be applied to this project [9].

2.2. Metode perancangan

The author chose the Design Thinking method to design this campaign. Design thinking is a method that focuses on problem-solving through creativity and innovation [9]. It's also non-linear, but iterative. The activities carried out in each stage reinforce each other [14].

The stages of design thinking are divided into five: Empathize, Define, Ideate, Prototype, and Test. Each stage has its own function, as follows:

2.2.1 Empathize

The first stage, empathizing, aims to gain a deeper and better understanding of the topic raised in this design. The author conducted interviews and observations to identify the problem through information and community engagement, as well as within the community to gather information or data on the problem to be resolved.

2.2.2 Define

In designing a campaign on the importance of using public facilities related to pedestrian safety in the city of Palembang, the author uses the 5W + 1H data analysis method, which is an analysis method to get an opportunity from the campaign to be designed.

2.2.3 Ideate

This stage is where all the data obtained from the previous stage is summarized and written down on paper (Mind Mapping), which will then be followed by a media sketch. This stage also explains the creative concept and media in detail, starting with the creative idea, creative objectives, and alternative media that will be used later.

2.2.4 Prototype

This stage explains the execution of the ideas and concepts that have been created. At this stage, the design explains the design visualization method that will be used. The stages carried out for design visualization are: 1) Layout of the idea/concept, 2) Rough Layout/Sketch, 3) Complete Layout, and 4) Digital layout and mock-up creation.

2.2.5 Test

The final stage in the Thinking Design method is testing, in this stage all layouts, ideas, and final works that have been made will be published to the public, and then the response or comments from the public

will be seen whether the design work that was made needs improvement or not, in order to become a work that is right on target.

2.3. Data Analysis Methods

In designing this campaign, the author chose the 5W + 1H method to analyze the data obtained. The following are the results of applying the 5W + 1H analysis method to this campaign design:

Table 1. 5W + 1H Analysis Method

Aspect	Information
What	Many pedestrians in the city of Palembang are still negligent in maintaining their own safety while on the highway, for example by not taking advantage of pedestrian facilities.
Who	<p>Geographical</p> <ol style="list-style-type: none"> Primary: Palembang City, which is divided into the areas of Kemuning, East Ilir I, Bukit Kecil, West Ilir I. Secondary: South Sumatra Province <p>Demographics</p> <ol style="list-style-type: none"> Primary: Teenagers aged 16-25, college students, school children, men and women, and workers from all walks of life. Secondary: Children aged 10-15, school children, men and women from all walks of life. <p>Psychographics: Sports enthusiasts, shopaholics, and attention to detail.</p> <p>Behavioristics: Health conscious individuals who frequently engage in outdoor activities.</p>
Why	This design was created to educate the public about the dangers that can occur on the highway if they continue to ignore the use of pedestrian facilities, and continue to ignore their personal safety when on the highway.
When	This design will be carried out after passing the test or trial stage on the target audience. This test stage is carried out to determine whether the media that has been designed is indeed suitable and can be accepted by the previously determined target audience.
Where	This design will be implemented in strategic locations, namely those frequently and easily encountered by the general public. In this case, the created media can be placed at bus stops and pedestrian facilities that are easily accessible to pedestrians.
How	The strategy used in delivering this campaign is the AISAS method. The AISAS Communication Strategy, where AISAS itself is an abbreviation of Attention, Interest, Search, Action and Share [15].

3. Results and Discussions

3.1. Creative Ideas

In the visual communication design of the social campaign on the importance of using public facilities related to pedestrian safety in the city of Palembang, there is an object. The object is a picture or image. The object or Big Idea used for the visual depiction of this design is the form of a road. Jalan is an Indonesian term meaning "street" or "road" in English. It refers to an area or path designed for motorized vehicles, pedestrians, or animals to move from one place to

another. Roads can be highways, city streets, village roads, or pedestrian paths, depending on their location and use.

The reason the designer chose this object was to represent the designer's goal, namely to invite and educate the public so that they can know the things they need to pay attention to when they are on the highway/public facilities.

3.2. Verbal Messages

3.2.1 Headline

The headline is the main title in the Visual Communication Design for a social campaign highlighting the importance of using public facilities for pedestrian safety in Palembang. The headline serves to attract the primary attention of the target audience. The font size of the headline is typically larger than that of other verbal messages. The headline chosen for this design is "Walk This Way."

3.2.2 Sub-Headline

A sub-headline is a written statement that briefly explains the headline and the accompanying explanatory sentence. In this design, the sub-headline chosen is "Pedestrian Safety Campaign."

3.2.3 Tagline

A tagline is a series of short sentences used to associate a brand or support an event. The tagline included in the Visual Communication Design for a social campaign highlighting the importance of using public facilities for pedestrian safety in Palembang is "Pathways to Safety."

3.3. Visual Messages

3.3.1 Visual Objects



Figure 4 Visual Objects of the Road

In designing this campaign, the author chose the visual object "road" where this object was chosen to represent the purpose of this design, namely to invite and educate the public to follow the tips that must be considered when they are on the highway/public facilities.



Figure 5. Visual Bollard Object

The second visual object used is a bollard. A bollard is a barrier typically placed along sidewalks to prevent motorists from entering the pedestrian path. This object was chosen as an additional element to further enhance the visual appeal of the design.



Figure 6 Visual Object of Crossing Lights

The final visual form used is a traffic light which is intended for pedestrians, this visual object is also taken as a complementary visual element in the design later.

3.3.2 Color

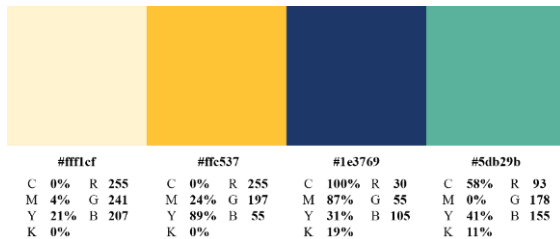


Figure 7. Selected Colors

Color selection must be tailored to the intended target. Colors also have philosophies, symbols, and emotions related to the interpretation of meaning, a form of color psychology [11]. Essentially, color combinations can influence a person's response, as color is the first thing a person sees [15].

Blue is used as the primary color in this design. This color was chosen to represent positivity and tranquility, reflecting the positive impact of this design. Next, yellow and cream are used to create a warming effect and evoke joy. The final color used is

green, which acts as a refreshing color to enhance the visual appeal of the design.

Furthermore, the color choices are derived from elements directly related to this design. The blue and yellow chosen in this design are derived from signs that directly relate to pedestrians. Green is also taken from the color of the pedestrian crossing light, which indicates "walk."

3.3.3 Typography



Figure 8 Poppins Font and VVDS Fifties

Font refers to a complete set of characters from a particular type design or typeface in digital form [16]. A font is a visual representation of a particular script or typeface made in various styles, such as bold, italic, or regular [17]. The use of font types in this campaign design includes 2 types of fonts, namely "Inter" which is used in several body copies in the media, and also the use of the "VVDS Fifties" font which will be used for the title/headline of several explanations in the media later.

3.3.4 Design Display Style



Figure 9 Flat Design

This visual communication design, addressing the importance of public facilities for pedestrian safety in Palembang, utilizes flat design, a minimalist design approach. Flat design, which became extremely popular in the design industry in 2013, has significantly influenced designers in their work. This style draws its roots from various sources, including the Swiss Style, or International Design, which was dominant throughout the 1940s and 1950s and originated in Switzerland [18].

The hallmarks of this design style are the use of bright colors, clean design, and 2-dimensional illustrations. While some flat designs feature elements that appear complex, this design style tends to emphasize functionality.

3.4 Design Visualization

3.4.1 Logo

A logo, as a form of public visual communication, is essential for engaging with urban communities, particularly in building specific perceptions [19]. Essentially, a logo is a form of public visual communication that is essential for engaging with the public, particularly in building specific perceptions [20].

The concept for designing this campaign logo is to utilize typography combined with the visuals of the road and feet as visual representations of walking. These two elements are combined in such a way to produce a logo that represents this campaign, resulting in the following final logo:



Figure 10 Logo

3.4.2 Primary Media

The primary media for this design is a "safety sign," a combination of a signage and an education board. This media serves to educate the public about what to pay attention to when walking in pedestrian areas.



Figure 11 Main Media Safety sign

3.4.3 Media Issues and Supporters

Issue and supporting media are certainly useful in conveying information and also providing an impression that can make the target audience always remember this design. Issue media in this design consists of Posters and Brochures, while supporting media consists of T-shirts, Websites, Totebags, Notebooks, X Banners, Tumblers, Keychains, Pins,

and also Sticker packs. These media have received the Final design, namely as follows:



Figure 12 Media Issue Poster



Figure 13 Media Issue Brochure



Figure 14 Supporting Media

4. Conclusions

Through this design, the author also discovered several new facts indicating a lack of public awareness regarding the existence and function of pedestrian facilities in Palembang. Most residents appear to be unaware of how to use the existing pedestrian facilities, which ultimately leads to them being "neglected" and underutilized.

Therefore, with this design, it is hoped that the education provided can provide a better understanding to pedestrians in the city of Palembang regarding various aspects that must be considered when walking, especially in busy and risky areas, as well as regarding how to utilize existing pedestrian facilities in the city of Palembang optimally and in accordance with the initial objectives of their development.

In designing this campaign, the designer conducted observations to gather data that would be useful in determining the appropriate media for the campaign. This media, of course, aligns with the identified challenges, specifically educational media that can provide informative content to help the public understand what to consider when in pedestrian areas.

These media are divided into several parts, namely Pre-media, Main media, and Follow-up Media. In Pre-Media, the designer created 2 media, namely posters and brochures, both of which certainly contain educational information that can be useful to increase public insight regarding personal safety in pedestrian areas. Then the next Main media is a "Safety sign" which is an educational board that can also be useful as a guide to the nearest pedestrian facilities. Meanwhile, for Follow-up Media, the designer created several media including, Website, Notebook, Tumbler, Sticker pack, Pin, Keychain, T-Shirt, Totebag, X-Banner and Catalog.

This education is expected to not only increase awareness of the importance of personal safety, but also improve the use of existing public facilities, so that they can provide maximum benefits to the community.

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