

Design Of Public Service Announcement for Appropriate Sexual Education and Supervision for Underage Children

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Abstract

The increasing cases of sexual violence and abuse against minors, particularly in Semarang City, reflect a lack of sexual education and weak supervision from their immediate environment. This design project aims to provide a visual solution in the form of educational media that raises awareness among both children and parents about the importance of early self-protection. This study employs a qualitative research method with data collection techniques including observation, literature review, documentation, and interviews. The design approach follows specific techniques creative process, which emphasizes development from research to production. This research is limited to the Semarang area, targeting school-aged children, teenagers, and parents. The final output includes a main media in the form of an illustrated storybook, supported by additional media such as stickers, tote bags, and pouches. The book delivers sexual education through bright illustrations, appealing characters, and simple language. Evaluation results indicate that the design is effective in delivering educational messages and enhancing parental involvement in child supervision. It is expected that this media can serve as an initial step in preventing sexual violence against children.

Keywords: public service announcement, sexual education, visual communication, illustrated storybook, underage children

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1. Introduction

The rape of minors is a serious social problem in many countries, including Indonesia, which violates human rights and has long-term impacts on the physical, mental, and emotional health of the victims. In recent years, this issue has gained increasing public attention along with rising media coverage and public awareness. Cases of rape involving minors have been very frequent in Indonesia in recent years. In Semarang, there were 5 reported cases of rape of minors within a two-year period (2022- 2024). Various factors contribute to these cases, such as a lack of sexual education, weak law enforcement, and economic and social instability. In remote areas, limited access to health services and psychological support also hinders victim recovery. The increasing use of technology and social media makes children more vulnerable to online sexual exploitation, especially without parental supervision. Campaigns delivered via social media influence public engagement and help-seeking behaviours. [1]

Early sexual education is crucial for children to recognize the dangers of sexual crimes, even within their closest environment. Public service announcements play a strategic role in disseminating this information widely. Therefore, an illustrated storybook was created with bright illustrations and cute characters to teach children about body parts that can and cannot be touched, and how to protect themselves using simple and easy-to-understand language [2].

This research is motivated by the high number of rape cases against minors in Indonesia, including Semarang, demonstrating the importance of more tangible prevention efforts that directly address the needs of children and parents. Children are increasingly vulnerable due to minimal sexual education, weak legal protection, economic difficulties, and the growing threat of online sexual exploitation. This situation is more difficult to overcome in areas with less access to support services. Therefore, educational media is needed that is not only informative but also easily understood and engaging for children [3]. This research aims to develop an illustrated storybook that

teaches children how to recognize and protect themselves from sexual violence with a child-friendly visual approach, as a first step in building awareness and protection from an early age [4].

In this design, an illustrated storybook is used because it is more appealing to children; it can enhance early-aged children's understanding of the importance of protecting their bodies from sexual violence through an engaging visual approach. Illustrated storybook media is considered very beneficial in early childhood learning [5]. This research has high urgency due to the prevalence of rape and sexual harassment cases against minors in Indonesia, including Semarang, which indicates the need for prevention efforts targeting children and parents directly. The problem addressed is how to design an illustrated storybook that is effective, educational, and easily understood by young children for recognizing and protecting themselves from sexual violence [6]. The objective of this study is to develop child-friendly visual media that is engaging and informative about body boundaries and self-protection. Theoretically, this study enriches the literature on children's sexual education, and practically, it helps parents and educators convey sensitive issues safely [7]. Comprehensive sexuality education aims to equip children and parent with knowledge, skills, attitudes and values. Its novelty lies in the use of a storybook medium with cute character illustrations drawn with a bright-colored crayon brush and simple language. The scope of the design includes children, teenagers, and parents in Semarang, with a focus on prevention and content without explicit violence [8].

2. Methods

2.1 Research and Data Collection Method

The research method used in this design is a qualitative method. The design approach is carried out with a qualitative method that focuses on identification and analysis based on available data. This step is taken so that the solution to the issue raised can be accounted for accurately, and the message created is conveyed clearly, so the target audience can easily understand the main purpose of this public service announcement as an effort to tackle sexual violence against children or teenagers. Problem identification is an important initial step in the research process to formulate the problem clearly and directionally [9]. In this design, problem identification was obtained through :

Observation is a data collection method carried out by directly observing the behavior and activities of participants at the research location [10]. Observations will be conducted directly (direct observation) in public places in Semarang City, such as schools, campuses, and shopping centers. This is done to understand the extent to which public service announcements about sexual crimes are received and

understood by the public, especially teenagers and [11].

Literature Review is a research method conducted by searching and reviewing various library sources such as books, journals, and other publications relevant to the research topic, in order to produce a paper that discusses an issue or topic in depth [12].

Documentation is a data collection technique in qualitative research carried out by gathering information from written, visual, or digital documents relevant to the research focus. The documentation method in qualitative research is very useful for understanding the context more comprehensively because it allows the researcher to trace information that cannot be obtained directly from participants [13].

2.2 Design Method

The design process in this final project refers to the visual communication design model proposed by Robin Landa, which consists of five stages: Orientation, Analysis, Concept, Design, and Implementation [14].

First stage is orientation. At this stage, an initial understanding of the issue at hand is developed, namely the low level of sexual education for children. Activities include case studies, identification of the target audience, and mapping of related stakeholders.

Second stage is analysis. This stage includes collecting and processing data from field observations, interviews, and documentation. This data is analyzed to identify the effective visual communication needs for children and parents [5].

Third stage is concept. This stage is the development of creative ideas that bridge the data with a visual solution. The developed visual concept aims to convey educational messages simply and in a child-friendly manner through the medium of an illustrated storybook.

Fourth stage is design. This stage is the development of creative ideas that bridge data with visual solutions. The visual concept developed aims to convey educational messages in a simple and child-friendly manner through the illustrated storybook medium. These foundations of design thinking led us to Tim Brown's definition of four overlapping, sometimes non-sequential elements as outlined in *Change by Design* (2009) and popularized by IDEO [15]

Final stage is implementation. The implementation stage includes the production of the main and supporting media, including the storybook, stickers, pouches, tote bags, and digital media. An evaluation is conducted to assess the effectiveness of message delivery and the visual appeal to the target audience.

This model has been proven effective in building design solutions that touch on the social and psychological aspects of the audience, as explained in a study by Robin Landa which emphasizes the importance of strategic design in conveying social messages [16]

3. Results and Discussions

3.1 Client Profile



Figure 1. DP3A Logo

Table 1. Client Profile

Agency	Address	Phone	Email	Website
Office for Women's Empowerment and Child Protection (DP3A) of Semarang City	Jl. Prof. Soedarto SH No.116, Banyumata, Central Java, 50269	(024) 76402252	dinasp3a.kotasemarang@gmail.com	https://dp3a.semarangkota.go.id/

3.2 Orientation

In Indonesia, violence against children remains widespread. A 2025 national survey revealed that nearly half of children (46.2%) have been exposed to some form of violence, with around 6.9% suffering sexual abuse [23]. The psychological impacts on child survivors are profound and long-lasting, including intense trauma, anxiety, depression, withdrawal behaviors, and even suicidal ideation [22]. Many victims struggle to rebuild trust in their surroundings. These facts underscore the urgent need for effective preventive education and support within families and communities to protect children from sexual crimes.

Research on sexual crimes against children and adolescents in Indonesia shows a high number of cases involving this vulnerable group. According to data from the Indonesian Child Protection Commission (KPAI), cases of violence against children increase from year to year, with reports revealing that in 2020 alone, about 4,369 cases of violence against children occurred, and 52% of them were cases of sexual violence (KPAI, 2020). The psychological impact of sexual violence on children is very serious and long-lasting, including trauma, fear, social withdrawal, and psychiatric disorders. Research by Dwianti et al, shows that child victims of sexual violence often experience severe anxiety, depression, and difficulty rebuilding trust in their surroundings. Psychological treatment through counseling is needed to assist in the victim's recovery process [18]

Table 2. Statistical Data on the Number of Sexual Crimes Against Children Aged 0-18 in Central Java

	2019	2020	2021
	700	789	807

Based on observational data obtained by the designer from internet news sources on February 25, 2024, there was a case of a university student who became a victim of breast grabbing. The incident occurred in the Gunungpati District, Semarang. The perpetrator, who was still in junior high school, committed the act as the victim was on her way to college. The perpetrator called out to the victim and immediately approached her to commit the harassment. From other observational data, the designer found a case in Semarang where a junior high school student was forced to drink alcohol and was molested by 5 people. This incident occurred on August 29, 2024, at 3:00 PM WIB. The Semarang Police Chief, AKBP Ike Yulianto, explained that the victim was forced to drink hard liquor (miras) and was then raped by the perpetrators. This indicates that many sexual crime cases occur in Central Java, especially Semarang. Sexual crime is very detrimental, threatens the victim's future, and has a negative impact on the surrounding environment [19].

In another observation, the author observed several junior high schools in the Semarang area. The results found that in some of these schools, acts of catcalling towards several female students still frequently occur. This act is also a form of sexual crime [17].

Furthermore, the author also analyzed the segmentation for this design, determining the target audience from demographic, geographic, psychographic, and behavioral aspects.

Demographics: The target includes three groups: children (10-17 years), parents/guardians of these children, and the general public.

Geographics: Urban communities in Semarang, Central Java, with a focus on areas frequented by children (schools, playgrounds, activity centers).

Psychographics: Parents who are concerned about their children's education, safety, and moral development; who seek information on parenting patterns; and want to protect their children but feel they lack the knowledge/skills for age-appropriate sexual education. Also, children who have high curiosity, are responsive to interesting visuals and stories, and prefer an educational approach that is fun and easy to understand.

Behavior: Parents who are active on social media (Instagram, Facebook) seeking information on parenting and child protection ; they prefer easily accessible content (short videos, storybooks, infographics). Children who enjoy visual, interactive content, stories with interesting characters, and media that allow for learning while playing.

With this, an illustrated storybook approach with attractive visuals distributed through social media is considered more appealing [20].

3.3 Analysis

Framing analysis is a methodological approach in media studies used to examine how an event or issue is constructed by the media through specific language, structure, and presentation style. The framing model from Pan and Kosicki is widely used in communication research because it offers four main structures, syntactic, script, thematic, and rhetorical, that help to examine how reality is constructed in news texts. A study by Athalia, Purnama, and Nugroho (2017) applied this model to analyze the news coverage of the Jakarta-Bandung high-speed rail development. Their research showed that syntactic and thematic structures were used to emphasize aspects of regulation and government support, while the rhetorical structure was reinforced through the selection of biased sources and quotes, which ultimately shaped a particular viewpoint in the news coverage [21].

Based on the analysis of the collected data, this research shows that Semarang City still faces serious problems related to sexual crimes against children and adolescents. The high number of cases indicates the need for effective interventions that can provide education and prevention within the community. This problem becomes more complex given several internal and external factors that increase the risk of sexual crimes, especially in the child and adolescent age group [22].

Insufficient sexual education is identified as a major internal factor that elevates the risk of child sexual abuse. Children who lack knowledge about bodily boundaries and abuse prevention are more vulnerable to grooming and exploitation [21]. Recent research in West Java shows that when parents and teachers actively provide information about child sexual abuse prevention, children's awareness and safety knowledge improve significantly [21]. This finding reinforces that both families and schools play a critical role in safeguarding children. However, cultural taboos still make many parents reluctant to discuss sexual topics at home. Consequently, the primary responsibility for early sexual education often falls on formal programs [24]. Engaging parents alongside school-based initiatives is essential so that lessons about body safety

are consistently reinforced at home and children receive accurate, age-appropriate guidance.

Table 3. Framing Analysis

Reality	Ideal
The lack of sexual education in schools or families causes children not to understand the concept of bodily boundaries.	Children and adolescents receive early sexual education, which includes an understanding of bodily boundaries.
Many cases of child sexual abuse go unreported due to fear or shame, especially in remote areas.	Schools provide child protection programs and education on sexual violence.
Weak law enforcement for perpetrators of sexual crimes means many do not receive appropriate punishment.	Parents are actively involved in supervising their children's social interactions and activities, both online and offline.
High use of social media by children and adolescents, often without supervision, increases the risk of exposure to sexual predators.	Legal policies tighten supervision and impose severe punishments for perpetrators of sexual crimes.
Limited access to psychological support for victims often means they do not get the recovery they need.	Access to counseling and support services is available for children who experience trauma.
Low public awareness of protecting children from the risk of sexual crime, with cases of abuse often considered taboo or misunderstood.	The community has high awareness and is active in reporting cases of abuse.
Causes	
Children and adolescents do not get enough understanding of bodily boundaries and the risks of abuse due to a lack of adequate sexual education in school and at home.	
Some parents are less active in supervising their children's activities, both in social circles and on social media, making children vulnerable to sexual predators.	
The persistent belief that discussing sexual matters is taboo causes many cases to go undisclosed and children not to feel safe to report.	
Lack of strict regulations and weak law enforcement against perpetrators of sexual crimes result in a minimal deterrent effect.	
Widespread access to social media without supervision increases the risk of children being exposed to ill-intentioned parties.	
Family economic instability often causes parents to be less focused on providing attention and supervision, which in turn makes children more vulnerable to abuse.	
Limited access to counseling and psychological support services for victims or children in general means children have no safe place to talk or report incidents.	
Low public awareness to actively report and provide	

protection for children causes cases of sexual crime to often be ignored or unreported.

Misconceptions (Statement)	Facts (Info)
Sexual abuse of a child is a family matter and does not need interference from others.	Sexual abuse of a child is a serious issue that requires the attention of all parties, including family, the community, and law enforcement officials.
A child victim may be at fault because of their clothing or behavior.	No victim is ever at fault in a sexual crime. The responsibility lies entirely with the perpetrator.
Talking about sex and sexual violence with children is taboo and inappropriate.	Age-appropriate sexual education is important to give children an understanding of self-protection.
Perpetrators of sexual crimes are often strangers.	Sexual crimes against children are often committed by people they know, so it is important for parents to always be vigilant.
Social media is safe for children as long as they are at home.	Social media needs to be supervised because the potential threat to children remains even in a virtual space.

3.4 Concept

What To Say

The main message of this public service announcement is the importance of recognizing and protecting a child's private body parts that should not be touched without permission. Children are taught that their body is their own and they have the right to say "no" to touches that make them uncomfortable, especially in areas covered by underwear. This education also introduces the concepts of "good touch" and "bad touch" to help children distinguish between normal interactions and those that violate their privacy. In addition to targeting children, this message also educates parents to be actively involved in supervision and open communication about body boundaries. Teachers, caregivers, and the wider community are also invited to help create a safe and supportive environment for child protection against sexual violence [23].

How To Say

The message is delivered through the main medium of an illustrated storybook with cheerful cartoon illustrations, using cute child or animal characters. Studies show that prevention-oriented picture books can significantly improve a child's ability to recognize unsafe situations and to refuse inappropriate touch requests [20]. The simple and expressive visual style is designed to create a sense of safety for children in understanding sensitive messages about body

protection [24]. The friendly visuals and simple narratives of a storybook help convey sensitive messages in a non-threatening way, reinforcing children's self-protection skills. In the Indonesian context, early childhood education initiatives using story-based and audiovisual media have also proven effective. For example, after a community program introduced sexual education through an animated story, the majority of young children could identify which body parts are private and should not be touched by others [25]. The story begins with a character greeting the reader, then explaining which parts of their body should not be touched by others. To expand its reach, Instagram is used as a promotional medium by sharing illustrations, parenting tips, and educational infographics to reinforce the message and build public awareness [25].

3.5 Design



Figure 2. Sketch

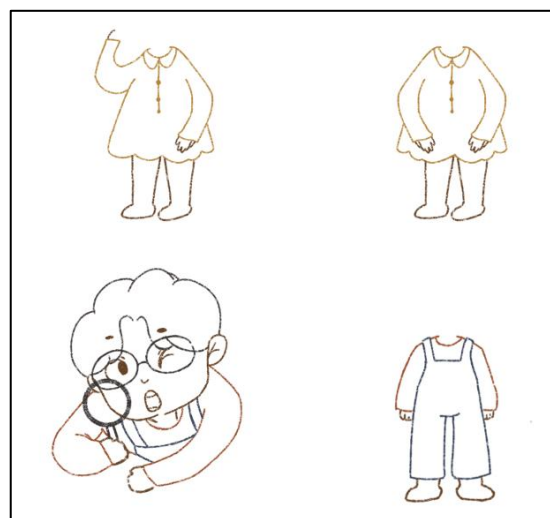


Figure 3. Sketch

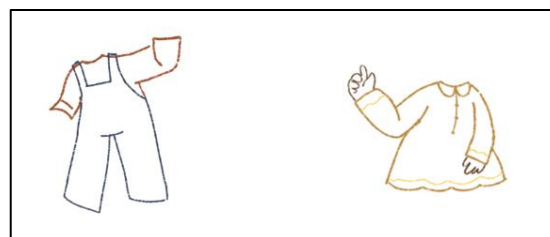


Figure 4. Sketch

As shown in figure 2,3, and 4, as mentioned before, the sketches are made with cute and expressive style. So it suits the target audience, which is childrens.

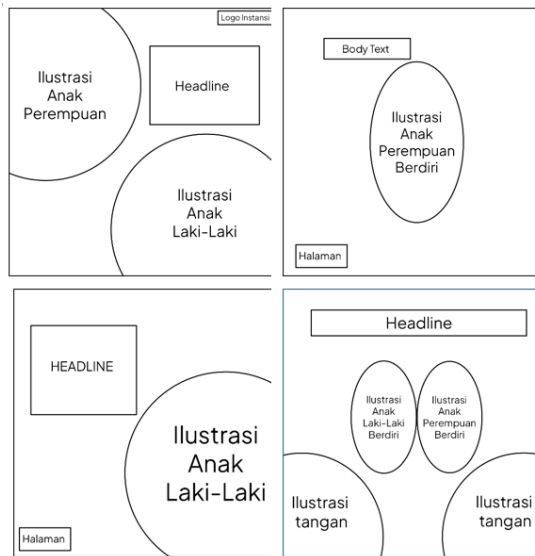


Figure 5. Layouting

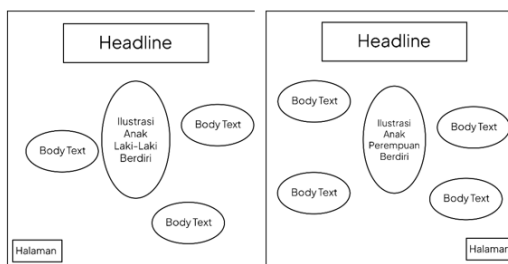


Figure 6. Layouting

As shown in figure 5 and 4, the layouts show variations of text and illustration placement, balancing visual hierarchy and readability. Each composition highlights the illustrations while keeping the headline and body text clear for the target audience.

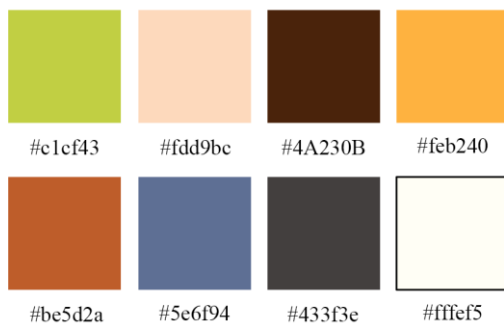


Figure 7. Color Study

Figure 7 shows the selected color palette, combining bright and warm tones with darker accents. The colors are chosen to attract children and support the book's educational purpose.



Figure 8. "Bakso Sapi" Font



Figure 9. Final Design



Figure 10. Final Design



Figure 11. Final Design

3.6 Implementation Book



Figure 12. 18x18 cm Book

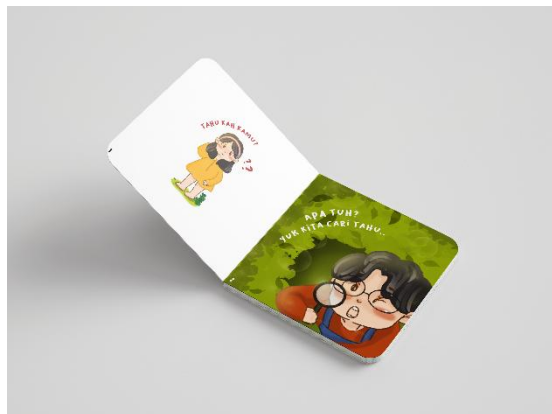


Figure 13. 18x18 cm Book



Figure 14. 18x18 cm Book

The storybook is printed in an 18x18 cm size, using 400gsm Ivory Paper with a matte (doff) lamination.

Pouch



Figure 15. Pouch Design



Figure 16. Pouch Design

The pouch is printed in an 8x10 cm size, using blacu (unbleached cotton) material. The pouch is only available in white

Sticker



Figure 17. Sticker Design



Figure 18. Sticker Design

The sticker is 5cm x 5cm, printed on Vinyl Glossy material on a 31cm x 46cm print media sheet.

Totebag



Figure 19. Totebag Design

The totebag is printed in a 25cm x 35cm size, using blacu material. The totebag is only available in white.

Instagram



Figure 20. Instagram Mockup

4. Conclusions

The design of an illustrated storybook as a Public Service Announcement medium for appropriate sexual supervision and education for minors has been carried out with a strategic and planned approach. This book is designed to meet the need for child-friendly education through engaging illustrations, a simple story, and an easily understandable message. This storybook not only targets children but also parents as the parties responsible for providing early sexual education. Its visual design and narrative content are crafted to create a pleasant atmosphere, so children can receive important information without feeling intimidated by the sensitive topic.

Through the main medium of an illustrated storybook and supporting media like tote bags, pouches, and stickers, the educational message is expected to reach a wider audience. The cheerful and interactive visual approach is designed to attract children's attention while raising awareness among the community, especially parents, about the importance of sexual education as a preventive measure against sexual crimes. It is hoped that this design can make a real contribution to increasing public awareness of child protection issues, help create a safe environment for children, and encourage the active role of parents and the community in preventing sexual crimes.

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Author Contributions Statement (mandatory) (10 PT)

C : Conceptualization I : Investigation
M : Methodology R : Resources
So : Software D : Data Curation
Va : Validation W : Writing - Review
Fo : Formal analysis

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Daniar Wikan Setyanto		✓		✓		✓			✓

Conflict of Interest Statement

Authors state no conflict of interest

Informed Consent

We have obtained consent from all individuals involved in the design and writing of this journal.

Data Availability

The data used in this study are quoted from the original sources without any changes. Source citations are attached.

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