

# SOCIAL CAMPAIGN DESIGN FOR PEOPLE AWARENESS OF CIVIL REGISTRATION RECORDS IN REGENCY OF BANDUNG

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**Abstract:** Record is an important document that is made to be pertinent parties' concrete evidence for administrative management. Each stratum of society has role to manage records, such as saving and keeping records. In some reality there is lack of people's understanding about the important value of record management such as improper storage, and various kind of unpredictable disaster that causing record breakage, and losing the record. Moreover, the effort that has been done by *Badan Perpustakaan dan Kearsipan Daerah Provinsi Jawa Barat* through public's records awareness program has not given records management enhancement, specifically on civil registration records in Regency of Bandung. Based on this phenomenon, there is need of social campaign design to give an education about the important value of having a civil registration record and its management. This social campaign design can be held through data collecting by observation, interview, and literature study and two kind of analysis methods such as SWOT Analysis and Comparison Matrix Analysis. Social campaign design for people awareness to civil registration records is expected to give enhancement of people awareness about the record importance, and its management, so as the orderly records can be created.

**Keywords:** *Social Campaign, Civil Registration, Records.*

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## 1. INTRODUCTION

Record is a written note that contains information of a subject to help remind the subject's memory. The purpose of archival is warranting and securing the national document safety about plan, implementation, and social administration management. Based on archival legislation, each stratum of society has role to manage records, such as saving and keeping records, but in some of reality there is lack of people's knowledge about the important value of record management such as improper storage, passivity to have it and confusion of its appearance, can cause records breakage and lose the records.

Behold to that phenomenon, *Arsip Negara Republik Indonesia* (as national archival institution) cooperates with *Badan Perpustakaan dan Arsip Daerah Provinsi Jawa Barat* (as regional archival institution) make public's records awareness program, and implement it into *Layanan Sadar Arsip* as a weekly activity for public service that scheduled every Sunday, starts from 06.00am until 12.00pm. *Layanan Sadar Arsip* has been organized to some region of West Java Province, shown some records collection and given historical knowledge of Indonesia from documentary film.

In despite of society's enthusiast to *Layanan Sadar Arsip*, the statistic data of *Dinas Kependudukan dan Pencatatan Sipil* (government institute of civil registration) show the amount number of lack ownership to civil registration records in regency of Bandung. The data show there are 388.013 people haven't had Identity Card, 376.729 families haven't had Family Card, 666.742 people haven't had Marriage License, 371.268 people haven't had Birth Certificate. Even though people in regency of Bandung have civil registration records, there's lack of knowledge how to manage the records they have in case it's lost or breakage. Behold on this issues, there's a need of movement, social campaign design to grow the people awareness about the important value of records and its role in life of the nation.

## 2. THEORETICAL BACKGROUND

The authors use some theories that can be used to design information and media for social campaign such as communication theory, campaign theory, visual theory, matrix analysis theory, and SWOT analysis theory.

“Communication is an activity that included every kind of interactions between two or more people such as conversation, persuading, teaching, and negotiating” (Nurjaman, 2012). “There are 3 phases of communication, the first one, Informing Phase is used to revive, educate, and facilitate introduction the positive image to minds of audiences. The second, Persuading Phase is used to persuade and suggest audiences to try and do the idea from the sent message. The last one, Reminding Phase is used to keep the brand or idea in audience’s mind” (Shimp, 2011).

Social Campaign is divided to three kinds of campaign those are Product-Oriented Campaign, Candidate-Oriented Campaign, and Ideologically Campaign. Ideologically Campaign is a social campaign that handling the social issue with a movement to make attitude changing in to the ideal state of social behavior. The purposes of social campaign are Awareness Aspect to increase people awareness to the campaign’s goal, Attitude Aspect to change the attitude and the alignments to the campaign issue, Action Aspect to arouse someone to do or react on something appropriately (Venus, 2004)

The basic aspects of Visual are Colors, Typography, Layout, and Illustration. Colors have influence to emotion. Colors is divided in to two category, hot colors and cold colors. Hot colors such as the family of red/orange which has emotional influence of warm, fresh, fun, stimulate, short distance whereas the cold colors such as blue/green which has emotional influence of silence, calm, old, dark, and long distance (Darmaprawira, 2001). “Typography is a visual tangible of a language. Style of font is divided into seven styles, those are Classic, Transition, Modern Roman, Sans Serif, Egyptian, Script, and Decorative” (Supriyono, 2010). Layout is the way to organizing elements on a page (image and copy). The important consideration of a good layout is Balance, Consistency, Contrast, Unity, Repetition, and White Space. There are 2 types of layout, symmetric and asymmetric. Symmetric layout has principal of the same volume composition on each part of the page, whereas Asymmetric layout centered to an axis, flexible, and dynamic (Dabner, 2014). Illustration is an image or portrait that can clarify, ease reader to understand the message and add design attraction. One of kinds illustration is minimalism. A minimalism illustration is an art movement that exposing the important essential or identity of a subject, relieve all non-essential shape, features, or concept, by using simple elements that can give maximum effects (Scaglia, 2011).

“SWOT is the abbreviation of Strength, Weakness, Opportunity, and Threat. An analysis method that analyze a subject based on its internal factor (Strength & Weakness), and external factor (Opportunity & Threat). SWOT analysis is used as an assumption that the effective strategy comes from compatibility between internal and external factor” (Sedarmayanti, 2014). “Matrix analysis is a juxtaposition method to compare and object to others object in one parallel table, to see the differences and evaluate the object based on theories” (Soewardikoen, 2013).

## 3. THE RESEARCH METHOD

The result of observation, interview, questionnaire, SWOT analysis, and matrix analysis that the author has been done, can be resumed on the table 1.

Table 1. matrix analysis result

Source: author

Observation Resume	<ul style="list-style-type: none"> <li>• Amount number of lack ownership to civil registration records in regency of Bandung.</li> <li>• Records or archive is still considered not important.</li> </ul>
Interview Resume	<ul style="list-style-type: none"> <li>• Every kind of records has its own validation time, according to its arrangement time.</li> <li>• Records is an important thing for existence of a subject.</li> </ul>
Questionnaire Resume	<ul style="list-style-type: none"> <li>• Deficiently record management</li> </ul>
SWOT and Matrix Analysis Resume	<ul style="list-style-type: none"> <li>• Discrepancy between the program and the message that have been sent to audience.</li> <li>• Media of campaign commonly use soft colors, and Sans Serif fonts.</li> </ul>
Conclusion	<ul style="list-style-type: none"> <li>• The need of media and information design that suits to the need of audience's knowledge about civil registration records, to make an effective message delivery.</li> </ul>

#### 4. RESULT AND DISCUSSION

Based on the research result, the social campaign design is needed to straighten the information that audience should get from the media they use. In this section, there are some concept will be used on design work. The Message Concept will be given to audience is about the records education, its role, the concrete records appearance that they have, and how to manage it well in the right way. The Communication Concept will be used is Visual and Verbal Approach. Verbal Approach, by using the formal language that people in regency of Bandung usually used. Visual Approach by the design on every media they used. The Creative Concept will be used on this social campaign is the ambient of records with archival icons, minimalism illustration, and soft color but still representing the archival institution. The Visual Concept will be used on design such as sans serif font, soft color, and flat design illustration of characters that represent citizen and government officer.

##### 4.1 Idea Visualization

The design result for social campaign media based on research and design concept are Logo (the deformation of hand and papers), Info graphic, Newspaper Advertising, Facebook, Poster, Brochure, and Motion Graphic.

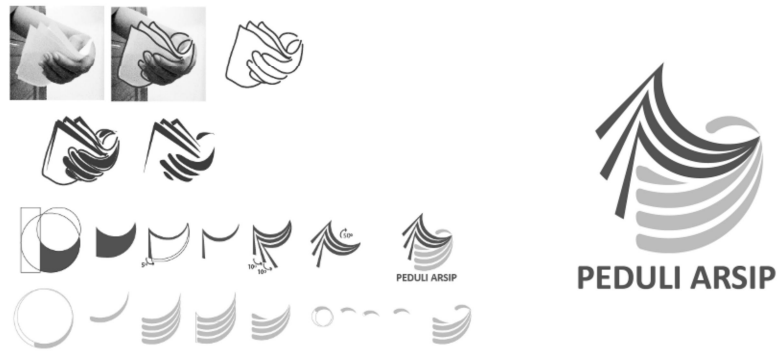


Figure 5 Visual idea finding process of *Peduli Arsip* Logo

Source: Personal Documentation



Figure 6 Visualization of info graphic media of *Peduli Arsip*

Source: Personal Documentation



Figure 7 the Visualization of print advertisement media of *Peduli Arsip*

Source: Personal Documentation



Figure 8 the illustration of *Peduli Arsip* Facebook Page

Source: Personal Documentation



Figure 9 the illustration of *Peduli Arsip* Poster

Source: Personal Documentation

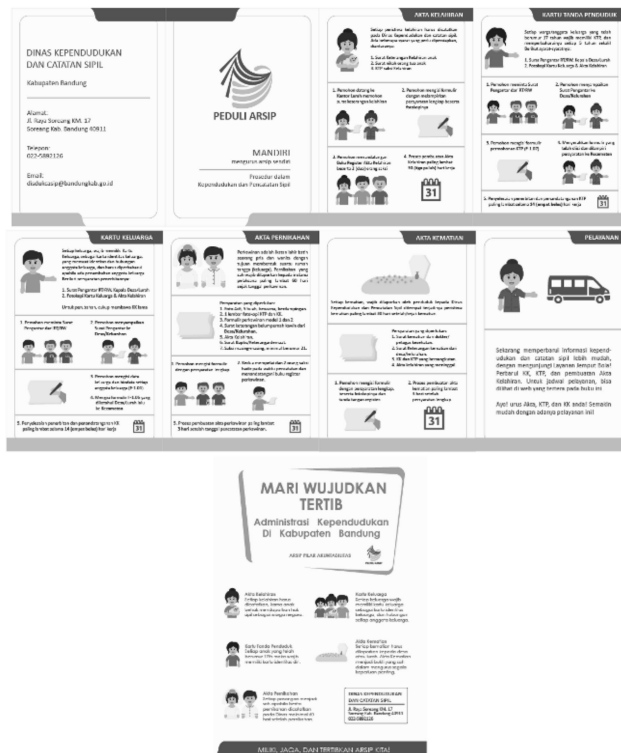


Figure 10 the illustration of *Peduli Arsip* Brochure

Source: Personal Documentation

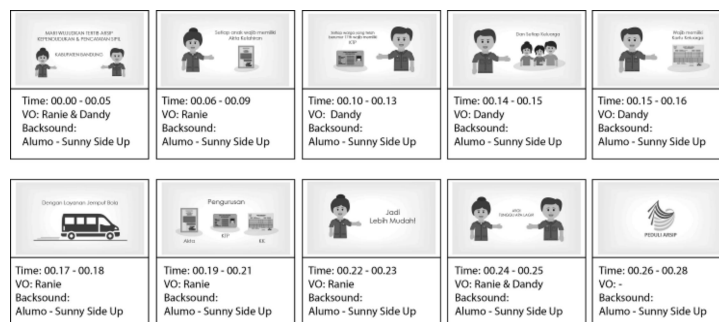


Figure 11 the illustration of *Peduli Arsip* Motion Graphic

Source: Personal Documentation

## 5. CONCLUSION

Completing this research, The authors give the suggestion that can be attention and consideration for *Badan Perpustakaan dan Kearsipan Daerah Provinsi Jabar* and for the next researcher, as follows:

The Cooperation between different sector government institutions is needed to build an organized citizens records which is not only on civil registration but also in the other sector. For the next researcher who wants to continue the research can take another governments institutions from different sector that still have relevancies with records management and give design solution for records management problem.

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