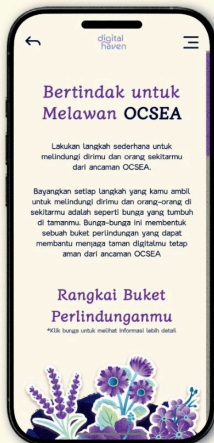


Interactive Campaign Design about Online
Children Sexual Exploitation and Abuse (OCSEA)digital
havenBuild your own comfortable
and safe space in the midst
of digital wilderness

Research & Methodoly

The project utilized the Design Thinking method by Stanford d.school, consisting of five stages: empathize, define, ideate, prototype, and test. To gather a comprehensive understanding of the target audience's needs, behaviors, and challenges related to Online Child Sexual Exploitation and Abuse (OCSEA), the research phase involved expert and target audience interviews, card sorting, questionnaires, and secondary research. These methods provided valuable insights that guided the development of the campaign strategy and design solutions.



Campaign Development

The campaign was developed through a structured creative process. It began with conceptualization using mind mapping to identify relevant keywords and formulate the big idea. Message development followed, focusing on defining the core message and applying the AISAS framework to guide the communication strategy. The visual style was established through a moodboard, references, and the selection of a consistent color palette and typography. To build a strong campaign identity, a logo and mascot were designed. Finally, appropriate media channels were selected to effectively deliver the campaign message.



Prototyping & Testing

Prototyping involved developing an interactive story, designing visual assets, and building campaign media. The main output was a mobile website, supported by social media content and merchandise as promotional gimmicks. Alpha and beta testing were conducted to gather feedback and refine the final execution.



ID 446 Interactive Campaign Design about Online Children Sexual Exploitation and Abuse (OCSEA)

Kayla Abigail Hutama

Online children sexual exploitation and abuse (OCSEA) refers to the acts of sexual exploitation carried out against children using technology and internet. The high number of teenage internet users in Indonesia increases the risk of OCSEA crimes. UNICEF reports in 2023, show that at least 500.000 Indonesian children were victims of OCSEA. Additionally, research by ECPAT reveals that 56% of victim never report it to anyone. Therefore, an interactive campaign on OCSEA is needed to raise awareness and knowledge among teenagers about the dangers of OCSEA. In the design process, this campaign uses Hasso Plattner's Design Thinking method and qualitative techniques. The design outcome is an interactive website with a digital storytelling approach. Through this campaign design, it was found that an interactive approach is crucial in raising awareness and encouraging preventive actions against OCSEA threats.