# Social Campaign to Prioritize Wheelchair Users at MRT Priority Facilities in Jakarta

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The busy nature of Jakarta's urban population often lead them to prioritize personal interests without considering their surroundings. This can be observed in the way they use MRT priority facilities, especially when these facilities aren't currently being used by anyone. However, when these facilities are needed by wheelchair users, people tend to lack the initiative to offer them up unless prompted by MRT staff. Some of the priority facilities in question include designated areas for wheelchair users, priority restrooms, priority lifts, and others, all meant for those in need. This is concerning, as it hinders the journey of wheelchair users who choose to use public transportation such as MRT, either by preventing them from using these facilities or forcing them to seek alternatives that could be unsafe or take up more time. Therefore, delivering a social message for the public to take the initiative in prioritizing wheelchair users when using these facilities is very important. The design method used in this design project was Human-Centered Design with AISAS as medias strategy. The final outcome of this design is an interactive social campaign to prioritize the use of MRT disability facilities for wheelchair users among the public.