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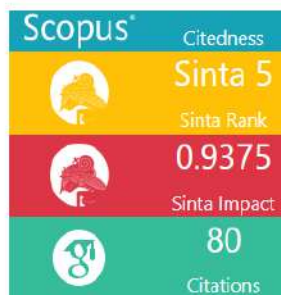
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Literatus is a international journal published by Neolectura, issued two times in one year. Literatus is a scientific publication media in the form of conceptual paper and field research related to social and cultural studies. It is hoped that Literatus can become a media for academics and researchers to publish their scientific work and become a reference source for the development of science and knowledge.

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The Power of Messages in Advertising Poster Design for the Community Resettlement Based on the Socialization Campaign in Jakarta, Indonesia

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Abstract

The residents of PT Kereta Api Indonesia (KAI) reserved area were planning to evacuate the premise by the Indonesian local government in Kota Tua in order to create a more appealing regional arrangement and designate the area as a cultural heritage site to promote heritage tourism. However, there are possibility residents of Jalan Kampung Intan did not agree with the plan due to the lack of effective communication. Therefore, this study aimed: create a socialization strategy to provide information about the government development program in Jakarta through an integrated, communicative, effective, and creative. Furthermore, choosing visual elements can fabricate intimacy between the government and the community. This research intended to prevent possible residents from experiencing social rejection and vandalism due to concerns, such as proximity to their workplaces, transportation difficulties, and the financial burden of renting a new place for shelter. The method used in the resettlement campaign was design thinking, which included empathizing, defining, idealizing, prototyping, and testing. Additionally, this study support PT. KAI and the local government in Jakarta in developing a new design, as well as a spacious and sustainable community to achieve an innovative urban environment and healthy lifestyle in Green Jabodetabek (the Greater Jakarta). The results included recommendations for poster designs and materials to be used in the resettlement socialization campaign for Intan residents. Research limitations for this study only cover poster media for the resettlement socialization campaign. The novelty of this research aims, create poster design in a particular area for marginalized communities.

Kata Kunci: *copywrite, poster, KAI, Jakarta, Kota Tua.*

INTRODUCTION

Posters are one of the communication media in conveying messages both commercially and socially. Posters are media that have an appeal to the public in a broad, diverse and ever-changing range (Carter, 2008). It is very important to design a poster design that considers the aesthetic and ethical elements in the poster for an impactful result (Hess, 2013).

Poster design stimulates consumers' eyes when they pay attention to design elements such as images, text, and colors that are composed in an integrated manner (Utoyo, 2020). The selection of the right words is very important, so that the message in the poster can be understood and right on target and creates closeness of the target audience with the media. Posters will be more memorable if there are new values and functions offered to improve living standards (Murwonugroho, 2011).

Understanding communication and its relationship to community culture becomes an issue when it comes to sensitive matters, especially housing issues for people who have difficulty finding a place to live. Not a few conflicts occur between residents who live in the location with private land owners or the government. So it is important to have sensitivity to a villager, to be able to understand the cultural values they have. Delivering messages in an effective manner and style of communication, avoiding misunderstandings among multi-cultural residents in the area.

The use of verbal language often causes conflicts of mind, so it is important for us to be sensitive in nonverbal communication. We need to be sensitive to nonverbal feedback, so that citizens' anxiety about promises that seem trivial can offend and cause losses that have a big impact on all parties (Mulyana, 2005). According to Widyatama (2005), public service advertising is a medium for delivering messages or information that serves to persuade or educate targets, with the aim of social or economic benefits. The existence of a change in image, awareness of attitudes, changes in behavior and adding insight to the community towards the problems expressed in advertisements are social benefits (Neonisa, 2011).

Housing is one of the basic needs of a family, it is an inseparable part of the history of urban development. The phenomenon of excessive urbanization is due to the fact that cities become a magnet for urbanites to earn a better income and place to live than in villages. The uncontrolled increase in urbanization has an impact on the emergence of poverty, crime, unemployment, air and noise pollution, to the growth of slum settlements in urban areas. The growth of these slum areas causes damage to urban planning, because urbanites are unable to build or buy housing in urban areas. This has resulted in the emergence of slums and slums on government lands (Fitri, 2013).

In the area of land owned by PT Kereta Api Indonesia (KAI) located in the area around Kota Tua, illegal settlements have been established. Settlement points created by migrants with low purchasing power make them decide to inhabit vacant lands that are not in accordance with urban spatial planning (Bhakti, 2018; Ridlo, 2020). Residents who inhabit the location belonging to PT KAI, do not have the right and legality to construct buildings in the area, this is based on Article 178 of Law no. 23 of 2007 concerning railways, states that it is prohibited to build walls, fences, embankments or other buildings, plant tree species that live or place goods on railway lines that can endanger the safety of train travel and the driver's free view.

In 2019, PT Kereta Api Indonesia (KAI) installed a sign on the land occupied by the residents of Jalan Kampung Intan, thereby creating unrest for residents who felt that they had had a land acquisition agreement since 1972. This is because residents always pay taxes. Bumi Bangunan (PBB) since 1982, and in that year the residents had an agreement to acquire land limited to 6 meters from the side of the rail (grondkaart). The problem of negotiations that have been going on for a long time since 2010 between residents and PT KAI has become a concern for residents because it relates to the future of their families, both the welfare of the place where they live and the jobs they now have (Gerungan, 2019). This condition causes the citizens to distrust the government for the decisions and recommendations suggested by the residents. Information packaging regarding the transparency of development plans and messages regarding resettlement have a direct impact on citizens' trust in government (Gracia & Arino, 2015). Therefore, the selection of media, content preparation, information packaging and message delivery in the appropriate resettlement socialization campaign must be considered intelligently and carefully.

Slum areas are residential areas that occupy marginal land, in which there are no facilities at all, wild conditions and below proper standards, namely along the banks of rivers and streams. To overcome the problem of slum areas, efforts are needed to increase the community's capacity and opportunities for them to be able to improve their lives and have a more decent settlement. One way that is needed is to move the community to a new settlement (resettlement) which has prepared supporting facilities and infrastructure, so that it is expected to improve the welfare of the residents of Kota Intan. One of the policies of the Jakarta Government in addressing the need for housing on limited land, the government created the program "1,000 Tower Rusunawa and Rusunami" by building thousands of flats intended for low-income people (MBR) in urban areas (Hendra K., 2013).

The Power of Messages in Advertising Poster Design for the Community Resettlement Based on the Socialization Campaign in Jakarta, Indonesia

R.A.H. Wahyuningrum
V.S. Setiadi,
W. Murwonugroho

METHOD

This research was carried out using the design thinking method, which includes the main stages, namely empathize, define, ideate, prototype, and test (Müller-roterberg, 2019).

The first stage is empathizing or empathize with the user. That is, at this stage, researchers are trying to identify and understand the wants, needs, and goals of the Jakarta City Government when using a product. During this phase, the researcher must set aside assumptions to gather as much insight as possible about the user or society.

The second stage is defining, which defines the problem of how to design posters that are understood and interpreted by the community. In this define stage, the researcher collects all the information that has been obtained from the previous stage, then makes observations to find out what the needs of users or people living in PT KAI's location for relocation are.

The third stage of design thinking is called ideate. After understanding the problems of users (relocation residents) and analyzing the information, the researcher generates solution ideas that can be used to overcome various problems that have been defined previously. This stage also needs to be done to generate as many points of view and new ideas as possible. Many types of ideate techniques may be used by researchers to design solutions. For example, mind mapping and body storming. Based on a number of ideas collected, at the end of this stage the researcher evaluates each of these ideas to find the best ideas to communicate creatively and effectively. In the creative process carried out:

1). the selection of the main image alternative;
2). friendly copywriting determination;
3) informative game graphic info; and
4). there is a feedback and response column.

The fourth stage is making a prototype. Broadly speaking, a prototype is a product developed with a simulation or sample version. With this prototype, researchers can test the ideas and designs created. The designs are printed and tested both in terms of appearance, readability, understanding of messages and meaning of ideas. This stage is carried out offline and as using a google form.

Table 1. Research Steps

Emphaty	Define	Ideate	Prototype	Testing
Understanding PT. KAI, Jakarta Government, Society	Determine the formulation of communication problems	Creating concepts	Design Design Process	Testing the design prototype
Method: Interviews and documentation	**Method:** Value proposition canvas	**Method:** Digital and discussion	**Method:** Digital	**Method:** Interviews on responses to design recommendations designed
Finding: 1. People don't want to move because they are quite comfortable with the existing conditions, close to their livelihoods, it seems easy to get income	**Communication Strategy**: Approaches with the power of logically believable content or messages are easy and profitable. (Healthy lifestyle, digital market opportunities,	**Visual Communication Strategy:** Utilization of visualization with popular local cultural content 1. Utilization of graphic media 2. Attractive icons.	**Production Process Sketch:** 1. Character 2. Assets (photos, illustrations, typography) 3. Composition 4. Promotional media	**Hierarchy of Responses to the Media Invisible** 1. Seems reluctant to read 2. Reading and forgetting 3. Understanding

2. People are worried about having to fight over housing and pay higher rents 3.Unaccustomed to vertical buildings, worried about fire earthquakes 1. 4. Social inequality	ease of transportation, etc.). 1. Poster display with graphic flow for easy understanding 2. Video display of earthquake safety and probability 3. Clustering of occupancy rates	3. Citizen involvement in simulation		and not understanding 4. Understanding but forgetting 5. Understand and be aware 6. Respond positively by spreading the message to others.
Waktu: 1 bulan	**Waktu:** 2 bulan	**Waktu:** 2 bulan	**Waktu:** 2 bulan	**Waktu:** 1 bulan

The fifth stage, carried out a test or testing. During this testing process, researchers saw how the target community interacted with the prototype that had been made. In addition, the testing phase also produces valuable feedback to improve the performance of the product. This test needs to be done to detect errors and usability issues early on.

Method of Collecting Data

This study uses two types of data, namely primary data and secondary data. Primary data was obtained through in-depth interviews to obtain information about: 1). Master plan for DKI Jakarta and PT KAI; 2). Social strata and economic status of the subject community; 3). Trends and lifestyles of the subject community; 4). Daily activities related to media awareness (smartphones, newspapers, brochures, posters, billboards, youtube, television); 5) Response to economic, political, social, cultural and religious news; 6). Response to image type; 7). Response to the style of the copy write language; and 8) Response to various types of media channels. The secondary data was obtained through documentation to obtain information about the experience of rusunawa/rusunami and/or other resettlement programs, and business opportunities for relocating communities.

Data Analysis Technique

The data collected is quantitative and qualitative data related to ideas and forms of visualization of communication media. Prioritized data for deeper analysis (highest rating) is data that is able to contribute directly or indirectly to answers to research questions. Therefore, the data are grouped into two divisions according to their relevance to the research question, namely:
1). recommendations for strategies for compiling social campaign content; and
2). recommendation of media types to distribute messages in social campaigns.

Data analysis is adjusted to the social campaign targets around the Kota Tua area which are also grouped into primary targets and secondary targets. The primary targets in question are stakeholders (building/museum owners, community members, residents, street vendors, and local permanent residents). Meanwhile, the secondary targets are migrants (parking attendants, sculptors, and onthel motorcycle taxis). Based on the orientation to these subjects, the results of data analysis are treated as a basis for creating visual forms that are easy to understand using supporting typography. Of course, the visual design of the campaign ad also makes use of dramatic coloring techniques.

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**R.A.H. Wahyuningrum
V.S. Setiadi,
W. Murwonugroho**

RESULTS AND DISCUSSION

In dealing with conflicts with citizens, we need relevant knowledge about things that seem trivial, but have a big impact on citizens. So it needs sensitivity in the delivery of communication, not only with verbal language, but the need for effective nonverbal communication sensitivity. In this case, it is necessary to have a visually illustrated message that can communicate the comfort and safety of the new environment. This way is expected to minimize friction that can arise due to errors in verbal communication. The process for relocation requires long gradual steps, so that there is no excessive anxiety on the part of residents and the environment. Communication in various ways and forms must be carried out, especially appropriate socialization for residents who have different habits and educational backgrounds. Citizens' participation in plans and discussions in the form of forums is an alternative to listen to residents' aspirations.

According to Kuswandi (2008), one of the fastest growing entertainment and information media in the world and in Indonesia is television media. A media that has advantages over radio media or newspaper media, television displays sound and images simultaneously. Has a complete combination, can be heard and seen and has a role as entertainment, information, liaison geographical and social areas. Unlike the radio that is only heard or newspapers or magazines that are only seen. The key to its effectiveness lies in how the ad must fit into its placement environment and the context in which the audience meets the message (Artha & Mansoor, 2020). While the campaign is a tool to disseminate information in a persuasive manner that aims to change the perspective, behavior, and actions of the target audience. A campaign can be used for the purpose of marketing a product, service, or conveying a social message. Social campaigns are the art of persuasion that aims to change habits, mindsets, values, or prejudices in society. However, outdoor advertising media has a number of advantages and disadvantages compared to other advertising media (Arens, 2012).

Figure 1. Concept of resettlement campaign poster with residential display

The poster for the second resettlement socialization campaign uses a comparison of the facilities they currently have with the facilities in Rusunawa/Rusunami. The use of the photo on the left is a picture of where the residents' children play in the house they are currently living in, while the one on the right is a picture of the children's play facilities available at the Jakarta City government's reference relocation residence.

Figure 2. The concept of a campaign poster by displaying facilities

Based on the suggestions and recommendations of the posters given from the research results, the description used is a comparison of the place where they live now with the relocation which is the recommendation for resettlement from the Jakarta City government which has been carried out for several years.

Source: A Syrian boy sitting in a wrecked tank in the Syrian city of Kobane, also known as Ain al-Arab, on March 27, 2015. Editorial Photo: Yasin Akgül (http://tendencee.com.br/2020/11/29-fotografias-que-mostram-o-contraste-entre-os-dois-mundos-em-que-nossos-filhos-vivem/)

Table 2. Selection of Main Images of Characters in Social Campaign Posters

Order 1	Order 2	Order 3	Order 4	Order 5

Table 3. Comparison of Copyright Writing Styles That Are Acceptable To The Target Audience

Yuk njong kite pindeh yang lebih asuy	Live fresh and comfortable in a beautiful house	Remember the water you drink smells and is risky. Find a healthy apartment living
Betawi Approach	Poetic	Health

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The poster material needed to support success in conveying the message using this contradictory poster style can provide an overview of the comparison of the current location with a better picture of residential relocation. The use of photos, colors, typography and composition of a simple layout. Presentation of poster design using 5 design principles; balance, unity, rhythm, emphasis and proportion that appear balanced in delivering the resettlement message to the residents of Kota Intan.

Table 4. Social Campaign Poster Materials

Poster Material			Information
Foto	Sumber gambar: R.A. Heryani Wahyuningrum	Sumber gambar: https://artikel.rumah123.com/rusun-rusunawa-rusunami-bedanya-apa-sih-38330	Using photos of the location where they live now as poster material for the current situation, as an illustration of the situation they live in now. In the second photo, you can use photos of rented simple flats (Rusunawa) and owned simple flats (Rusunami)
	Image source: R.A. Heryani Wahyuningrum	Image source: https://www.suara.com/bisnis/2016/04/25/132653/ahok-janji-bangunkan-rumah-susun-untuk-buruh-di-jakarta	In the second poster, there is a comparison of the state of the children's playroom in the Kota Intan environment with the playroom facilities at the resettlement location.
Tipografi	Using a combination of 2 types of fonts: Sans Serif has a modern meaning, stable and clear. This font uses header Aa Bb Cc Dd Ee Ff **Aa Bb Cc Dd Ee Ff** Scripts represent emotional ideas and personal creativity. This font is used in headers for emphasis and bodytext Aa Bb Cc Dd Ee Ff **Aa Bb Cc Dd Ee Ff**	The use of these two fonts will help in conveying the campaign message clearly, effectively and informatively. The use of style, size, weight, spacing and color can help direct what information is important, which is highlighted first in the delivery of the message. The most important texts are usually the heaviest and heaviest.	
Color	Blue which has meaning; communication, calm, clarity, and strength.	Kuning yang memiliki makna hangat, semangat, seria, kreatif dan optimis. Yellow has the meaning of being warm, enthusiastic,	The use of contrasting colors can help emphasize (emphasis) ideas

	The color used on the poster background .	cheerful, creative and optimistic. This color is used in letters, so that it contrasts with the background color, emphasizing the legibility of the message to be conveyed.	in conveying messages. The use of color can also convey a clear and simple statement to the reader.
Composition	In the composition of the poster using the design principles: 1. Similarity 2. Balance 3. Negative / positive space	The use of a combination of these three design principles to deliver messages to readers clearly and precisely, so that they are easily understood by readers.	

Based on the Based on the analysis and discussion in this study, there are two main conclusions that need to be put forward as answers to the formulation of the problem. First, the poster design recommendations that are informative and communicative of novelty values do not appear as a strategy for compiling the content of the social resettlement campaign for residents, so that it does not cause conflict, is to create promotional content that: involves local community leaders, is ambient, close to people's daily lives, contains clear and concise information. sure, and followed by infographics in the form of images or videos.

Recommendations for choosing the type of social campaign media that build closeness between the DKI government and KAI and the resettlement target community are media that are actually being loved by the subject community. Theoretically and practically, public media can understand an effective picture for contemporary urban society. Where are the two, see abstract again

The benefit of research for the development of science is the discovery of an effective, communicative, creative and sustainable study of social campaign strategies. The benefit of research for the provincial government of DKI Jakarta is the creation of conducive conditions with the occurrence of directed communication, so that the construction of rusunawa/rusunami is supported by many parties. While the benefits of research for the KAI government are the return of property assets belonging to PT KAI which are more organized and there is a revitalization or rearrangement of the Old Town Area into a cultural heritage in order to promote heritage tourism to be realized.

CONCLUSION

The conclusions in this study state that: the power of the message through the accuracy of the main image selection and friendly wordplay. In addition, the need for information that is processed in the form of infographics. The display of this info graphic makes the Poster media have the power to convey a meaningful message.

Based on the research process carried out, there are several suggestions for the design of the campaign poster for the Jakarta City government program to communicate resettlement by comparing the location they currently occupy with the reference location of Rusunawa (Simple Rental Flats) or Rusunami (Simple Owned Flats). In the first poster of the socialization campaign, the researchers used the photo above which is a picture of the situation they currently have, while the photo below is a picture of the residence for the relocation of Rusunawa/Rusunami from the planned Jakarta City government program.

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The Power of Messages in Advertising Poster Design

by R.A Heryani, Virginia S, Wegig M

The Power of Messages in Advertising Poster Design for the Community Resettlement Based on the Socialization Campaign in Jakarta, Indonesia

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Abstract

The residents of PT Kereta Api Indonesia (KAI) reserved area were planning to evacuate the premise by the Indonesian local government in Kota Tua in order to create a more appealing regional arrangement and designate the area as a cultural heritage site to promote heritage tourism. However, there are possibility residents of Jalan Kampung Intan did not agree with the plan due to the lack of effective communication. Therefore, this study aimed: create a socialization strategy to provide information about the government development program in Jakarta through an integrated, communicative, effective, and creative. Furthermore, choosing visual elements can fabricate intimacy between the government and the community. This research intended to prevent possible residents from experiencing social rejection and vandalism due to concerns, such as proximity to their workplaces, transportation difficulties, and the financial burden of renting a new place for shelter. The method used in the resettlement campaign was design thinking, which included empathizing, defining, idealizing, prototyping, and testing. Additionally, this study support PT. KAI and the local government in Jakarta in developing a new design, as well as a spacious and sustainable community to achieve an innovative urban environment and healthy lifestyle in Green Jabodetabek (the Greater Jakarta). The results included recommendations for poster designs and materials to be used in the resettlement socialization campaign for Intan residents. Research limitations for this study only cover poster media for the resettlement socialization campaign. The novelty of this research aims, create poster design in a particular area for marginalized communities.

Kata Kunci: copywrite, poster, KAI, Jakarta, Kota Tua.

INTRODUCTION

Posters are one of the communication media in conveying messages both commercially and socially. Posters are media that have an appeal to the public in a broad, diverse and ever-changing range (Carter, 2008). It is very important to design a poster design that considers the aesthetic and ethical elements in the poster for an impactful result (Hess, 2013)

Poster design stimulates consumers' eyes when they pay attention to design elements such as images, text, and colors that are composed in an integrated manner (Utoyo, 2020). The selection of the right words is very important, so that the message in the poster can be understood and right on target and creates closeness of the target audience with the media. Posters will be more memorable if there are new values and functions offered to improve living standards (Murwonugroho, 2011).

Understanding communication and its relationship to community culture becomes an issue when it comes to sensitive matters, especially housing issues for people who have difficulty finding a place to live. Not a few conflicts occur between residents who live in the location with private land owners or the government. So it is important to have sensitivity to a villager, to be able to understand the cultural values they have. Delivering messages in an effective manner and style of communication, avoiding misunderstandings among multi-cultural residents in the area.

The use of verbal language often causes conflicts of mind, so it is important for us to be sensitive in nonverbal communication. We need to be sensitive to nonverbal feedback, so that citizens' anxiety about promises that seem trivial can offend and cause losses that have a big impact on all parties (Mulyana, 2005). According to Widyatama (2005), public service advertising is a medium for delivering messages or information that serves to persuade or educate targets, with the aim of social or economic benefits. The existence of a change in image, awareness of attitudes, changes in behavior and adding insight to the community towards the problems expressed in advertisements are social benefits (Neonisa, 2011).

Housing is one of the basic needs of a family, it is an inseparable part of the history of urban development. The phenomenon of excessive urbanization is due to the fact that cities become a magnet for urbanites to earn a better income and place to live than in villages. The uncontrolled increase in urbanization has an impact on the emergence of poverty, crime, unemployment, air and noise pollution, to the growth of slum settlements in urban areas. The growth of these slum areas causes damage to urban planning, because urbanites are unable to build or buy housing in urban areas. This has resulted in the emergence of slums and slums on government lands (Fitri, 2013).

In the area of land owned by PT Kereta Api Indonesia (KAI) located in the area around Kota Tua, illegal settlements have been established. Settlement points created by migrants with low purchasing power make them decide to inhabit vacant lands that are not in accordance with urban spatial planning (Bhakti, 2018; Ridlo, 2020). Residents who inhabit the location belonging to PT KAI, do not have the right and legality to construct buildings in the area, this is based on Article 178 of Law no. 23 of 2007 concerning railways, states that it is prohibited to build walls, fences, embankments or other buildings, plant tree species that live or place goods on railway lines that can endanger the safety of train travel and the driver's free view.

In 2019, PT Kereta Api Indonesia (KAI) installed a sign on the land occupied by the residents of Jalan Kampung Intan, thereby creating unrest for residents who felt that they had had a land acquisition agreement since 1972. This is because residents always pay taxes. Bumi Bangunan (PBB) since 1982, and in that year the residents had an agreement to acquire land limited to 6 meters from the side of the rail (grondkaart). The problem of negotiations that have been going on for a long time since 2010 between residents and PT KAI has become a concern for residents because it relates to the future of their families, both the welfare of the place where they live and the jobs they now have (Gerungan, 2019). This condition causes the citizens to distrust the government for the decisions and recommendations suggested by the residents. Information packaging regarding the transparency of development plans and messages regarding resettlement have a direct impact on citizens' trust in government (Gracia & Arino, 2015). Therefore, the selection of media, content preparation, information packaging and message delivery in the appropriate resettlement socialization campaign must be considered intelligently and carefully.

Slum areas are residential areas that occupy marginal land, in which there are no facilities at all, wild conditions and below proper standards, namely along the banks of rivers and streams. To overcome the problem of slum areas, efforts are needed to increase the community's capacity and opportunities for them to be able to improve their lives and have a more decent settlement. One way that is needed is to move the community to a new settlement (resettlement) which has prepared supporting facilities and infrastructure, so that it is expected to improve the welfare of the residents of Kota Intan. One of the policies of the Jakarta Government in addressing the need for housing on limited land, the government created the program "1,000 Tower Rusunawa and Rusunami" by building thousands of flats intended for low-income people (MBR) in urban areas (Hendra K., 2013).

METHOD

This research was carried out using the design thinking method, which includes the main stages, namely empathize, define, ideate, prototype, and test (Müller-roterberg, 2019).

The first stage is empathizing or empathize with the user. That is, at this stage, researchers are trying to identify and understand the wants, needs, and goals of the Jakarta City Government when using a product. During this phase, the researcher must set aside assumptions to gather as much insight as possible about the user or society.

The second stage is defining, which defines the problem of how to design posters that are understood and interpreted by the community. In this define stage, the researcher collects all the information that has been obtained from the previous stage, then makes observations to find out what the needs of users or people living in PT KAI's location for relocation are.

The third stage of design thinking is called ideate. After understanding the problems of users (relocation residents) and analyzing the information, the researcher generates solution ideas that can be used to overcome various problems that have been defined previously. This stage also needs to be done to generate as many points of view and new ideas as possible. Many types of ideate techniques may be used by researchers to design solutions. For example, mind mapping and body storming. Based on a number of ideas collected, at the end of this stage the researcher evaluates each of these ideas to find the best ideas to communicate creatively and effectively. In the creative process carried out:

1). the selection of the main image alternative;
2). friendly copywriting determination;
3) informative game graphic info; and
4). there is a feedback and response column.

The fourth stage is making a prototype. Broadly speaking, a prototype is a product developed with a simulation or sample version. With this prototype, researchers can test the ideas and designs created. The designs are printed and tested both in terms of appearance, readability, understanding of messages and meaning of ideas. This stage is carried out offline and as using a google form.

Table 1. Research Steps

Emphaty	Define	Ideate	Prototype	Testing
Understanding PT. KAI, Jakarta Government, Society	Determine the formulation of communication problems	Creating concepts	Design Design Process	Testing the design prototype
Method: Interviews and documentation	**Method:** Value proposition canvas	**Method:** Digital and discussion	**Method:** Digital	**Method:** Interviews on responses to design recommendations designed
Finding: 1. People don't want to move because they are quite comfortable with the existing conditions, close to their livelihoods, it seems easy to get income	**Communication Strategy:** Approaches with the power of logically believable content or messages are easy and profitable. (Healthy lifestyle, digital market opportunities,	**Visual Communication Strategy:** Utilization of visualization with popular local cultural content 1. Utilization of graphic media 2. Attractive icons.	**Production Process Sketch:** 1. Character 2. Assets (photos, illustrations, typography) 3. Composition 4. Promotional media	**Hierarchy of Responses to the Media Invisible** 1. Seems reluctant to read 2. Reading and forgetting 3. Understanding

2. People are worried about having to fight over housing and pay higher rents 3.Unaccustomed to vertical buildings, worried about fire earthquakes 4. Social inequality	ease of transportation, etc.). 1. Poster display with graphic flow for easy understanding 2. Video display of earthquake safety and probability 3. Clustering of occupancy rates	3. Citizen involvement in simulation		and not understanding 4. Understanding but forgetting 5. Understand and be aware 6. Respond positively by spreading the message to others.
Waktu: 1 bulan	**Waktu: 2 bulan**	**Waktu: 2 bulan**	**Waktu: 2 bulan**	**Waktu: 1 bulan**

The fifth stage, carried out a test or testing. During this testing process, researchers saw how the target community interacted with the prototype that had been made. In addition, the testing phase also produces valuable feedback to improve the performance of the product. This test needs to be done to detect errors and usability issues early on.

Method of Collecting Data

This study uses two types of data, namely primary data and secondary data. Primary data was obtained through in-depth interviews to obtain information about: 1). Master plan for DKI Jakarta and PT KAI; 2). Social strata and economic status of the subject community; 3). Trends and lifestyles of the subject community; 4). Daily activities related to media awareness (smartphones, newspapers, brochures, posters, billboards, youtube, television); 5) Response to economic, political, social, cultural and religious news; 6). Response to image type; 7). Response to the style of the copy write language; and 8) Response to various types of media channels. The secondary data was obtained through documentation to obtain information about the experience of rusunawa/rusunami and/or other resettlement programs, and business opportunities for relocating communities.

Data Analysis Technique

The data collected is quantitative and qualitative data related to ideas and forms of visualization of communication media. Prioritized data for deeper analysis (highest rating) is data that is able to contribute directly or indirectly to answers to research questions. Therefore, the data are grouped into two divisions according to their relevance to the research question, namely:
1). recommendations for strategies for compiling social campaign content; and
2). recommendation of media types to distribute messages in social campaigns.

Data analysis is adjusted to the social campaign targets around the Kota Tua area which are also grouped into primary targets and secondary targets. The primary targets in question are stakeholders (building/museum owners, community members, residents, street vendors, and local permanent residents). Meanwhile, the secondary targets are migrants (parking attendants, sculptors, and onthel motorcycle taxis). Based on the orientation to these subjects, the results of data analysis are treated as a basis for creating visual forms that are easy to understand using supporting typography. Of course, the visual design of the campaign ad also makes use of dramatic coloring techniques.

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RESULTS AND DISCUSSION

In dealing with conflicts with citizens, we need relevant knowledge about things that seem trivial, but have a big impact on citizens. So it needs sensitivity in the delivery of communication, not only with verbal language, but the need for effective nonverbal communication sensitivity. In this case, it is necessary to have a visually illustrated message that can communicate the comfort and safety of the new environment. This way is expected to minimize friction that can arise due to errors in verbal communication. The process for relocation requires long gradual steps, so that there is no excessive anxiety on the part of residents and the environment. Communication in various ways and forms must be carried out, especially appropriate socialization for residents who have different habits and educational backgrounds. Citizens' participation in plans and discussions in the form of forums is an alternative to listen to residents' aspirations.

According to Kuswandi (2008), one of the fastest growing entertainment and information media in the world and in Indonesia is television media. A media that has advantages over radio media or newspaper media, television displays sound and images simultaneously. Has a complete combination, can be heard and seen and has a role as entertainment, information, liaison geographical and social areas. Unlike the radio that is only heard or newspapers or magazines that are only seen. The key to its effectiveness lies in how the ad must fit into its placement environment and the context in which the audience meets the message (Artha & Mansoor, 2020). While the campaign is a tool to disseminate information in a persuasive manner that aims to change the perspective, behavior, and actions of the target audience. A campaign can be used for the purpose of marketing a product, service, or conveying a social message. Social campaigns are the art of persuasion that aims to change habits, mindsets, values, or prejudices in society. However, outdoor advertising media has a number of advantages and disadvantages compared to other advertising media (Arens, 2012).

Figure 1. Concept of resettlement campaign poster with residential display

The poster for the second resettlement socialization campaign uses a comparison of the facilities they currently have with the facilities in Rusunawa/Rusunami. The use of the photo on the left is a picture of where the residents' children play in the house they are currently living in, while the one on the right is a picture of the children's play facilities available at the Jakarta City government's reference relocation residence.

Figure 2. The concept of a campaign poster by displaying facilities

Based on the suggestions and recommendations of the posters given from the research results, the description used is a comparison of the place where they live now with the relocation which is the recommendation for resettlement from the Jakarta City government which has been carried out for several years.

Source: A Syrian boy sitting in a wrecked tank in the Syrian city of Kobane, also known as Ain al-Arab, on March 27, 2015. Editorial Photo: Yasin Akgül (http://tendencee.com.br/2020/11/29-fotografias-que-mostram-o-contraste-entre-os-dois-mundos-em-que-nossos-filhos-vivem/)

Table 2. Selection of Main Images of Characters in Social Campaign Posters

Order 1	Order 2	Order 3	Order 4	Order 5

Table 3. Comparison of Copyright Writing Styles That Are Acceptable To The Target Audience

Yuk njong kite pindeh yang lebih asuy	Live fresh and comfortable in a beautiful house	Remember the water you drink smells and is risky. Find a healthy apartment living
Betawi Approach	Poetic	Health

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The poster material needed to support success in conveying the message using this contradictory poster style can provide an overview of the comparison of the current location with a better picture of residential relocation. The use of photos, colors, typography and composition of a simple layout. Presentation of poster design using 5 design principles; balance, unity, rhythm, emphasis and proportion that appear balanced in delivering the resettlement message to the residents of Kota Intan.

Table 4. Social Campaign Poster Materials

Poster Material			Information
Foto	Sumber gambar: R.A. Heryani Wahyuningrum	Sumber gambar: h[14]//artikel.rumah123.com/rusun-rusunawa-rusunami-bedanya-apa-sih-38330	Using photos of the location where they live now as poster material for the current situation, as an illustration of the situation they live in now. In the second photo, you can use photos of rented simple flats (Rusunawa) and owned simple flats (Rusunami)
	Image source: R.A. Heryani Wahyuningrum	Image source: https://www.suara.com/bisn[12]016/04/25/132653/	In the second poster, there is a comparison of the state of the children's playroom in the Kota Intan environment with the playroom facilities at the resettlement location.
Tipografi	Using a combination of 2 types of fonts: Sans Serif has a modern meaning, stable and clear. [16]s font uses header Aa Bb Cc Dd Ee Ff **Aa Bb Cc Dd Ee Ff** Scripts represent emotional ideas and personal creativity. This font is used in headers for [16]phasis and bodytext Aa Bb Cc Dd Ee Ff **Aa Bb Cc Dd Ee Ff**	The use of these two fonts will help in conveying the campaign message clearly, effectively and informatively. The use of style, size, weight, spacing and color can help direct what information is important, which is highlighted first in the delivery of the message. The most important texts are usually the heaviest and heaviest.	
Color	Blue which has meaning; communication, calm, clarity, and strength.	Kuning yang memiliki makna hangat, semangat, seria, kreatif dan optimis. Yellow has the meaning of being warm, enthusiastic,	The use of contrasting colors can help emphasize (emphasis) ideas

The color used on the poster background .	cheerful, creative and optimistic. This color is used in letters, so that it contrasts with the background color, emphasizing the legibility of the message to be conveyed.	in conveying messages. The use of color can also convey a clear and simple statement to the reader.
Composition	In the composition of the poster using the design principles: 1. Similarity 2. Balance 3. Negative / positive space	The use of a combination of these three design principles to deliver messages to readers clearly and precisely, so that they are easily understood by readers.

Based on the Based on the analysis and discussion in this study, there are two main conclusions that need to be put forward as answers to the formulation of the problem. First, the poster design recommendations that are informative and communicative of novelty values do not appear as a strategy for compiling the content of the social resettlement campaign for residents, so that it does not cause conflict, is to create promotional content that: involves local community leaders, is ambient, close to people's daily lives, contains clear and concise information. sure, and followed by infographics in the form of images or videos.

Recommendations for choosing the type of social campaign media that build closeness between the DKI government and KAI and the resettlement target community are media that are actually being loved by the subject community. Theoretically and practically, public media can understand an effective picture for contemporary urban society. Where are the two, see abstract again

The benefit of research for the development of science is the discovery of an effective, communicative, creative and sustainable study of social campaign strategies. The benefit of research for the provincial government of DKI Jakarta is the creation of conducive conditions with the occurrence of directed communication, so that the construction of rusunawa/rusunami is supported by many parties. While the benefits of research for the KAI government are the return of property assets belonging to PT KAI which are more organized and there is a revitalization or rearrangement of the Old Town Area into a cultural heritage in order to promote heritage tourism to be realized.

CONCLUSION

The conclusions in this study state that: the power of the message through the accuracy of the main image selection and friendly wordplay. In addition, the need for information that is processed in the form of infographics. The display of this info graphic makes the Poster media have the power to convey a meaningful message.

Based on the research process carried out, there are several suggestions for the design of the campaign poster for the Jakarta City government program to communicate resettlement by comparing the location they currently occupy with the reference location of Rusunawa (Simple Rental Flats) or Rusunami (Simple Owned Flats). In the first poster of the socialization campaign, the researchers used the photo above which is a picture of the situation they currently have, while the photo below is a picture of the residence for the relocation of Rusunawa/Rusunami from the planned Jakarta City government program.

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The Power of Messages in Advertising

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