

Kampanye Kreatif

Berkenalan dengan kampanye kreatif mengenai isu sosial di media digital

Yuk, cari tahu lebih lanjut →



Vania

Digital campaign enthusiast



2 years
Pamflet Generasi



1 year
Freelance
Consultant



(almost) 1 year
perEMPUan

Follow: @_perEMPUan_

Contact me: vania.creativeproject@gmail.com

✧ ✧ ✧

Apa itu Kampanye?





✦ Kampanye adalah produk komunikasi yang terfokus dan terencana untuk mendorong audiens memahami suatu isu atau permasalahan sekaligus menysar sentimen mereka mengenai isu tersebut.




✦ Kampanye memerlukan strategi untuk mencapai tujuan tersebut. Di antaranya melalui penelitian, analisis, alokasi sumber daya, serta evaluasi secara berkala.

Kapan Saat yang Tepat Mengibarkan Kampanye?

- ✦ Peluncuran program (e.g. pelatihan, *awards*, konser)
- ✦ Peluncuran kerjasama atau kolaborasi
- ✦ Peluncuran produk baru (e.g. buklet, website, sekolah mini)
- ✦ Advokasi kebijakan atau UU yang penting untuk gerakan
- ✦ Satu minggu atau satu bulan penuh (*awareness month*)
- ✦ Sepanjang tahun sesuai dengan kebutuhan komunitas

Komponen Kampanye



Tujuan Besar



Tujuan Spesifik



Target Audience



Analisis Isu



Verifikasi Data



Perencanaan



Taktik - Strategi



Monitoring Evaluasi

Apa itu Kampanye Kreatif?

Actual Google search results for #notforsale

women shouldn't |
women shouldn't have rights
women shouldn't vote
women shouldn't work
women shouldn't box

women shouldn't suffer from discrimination anymore

@UN
WOMEN
unwomen.org

SOME THINGS SHOULD
NEVER BE FOR SALE.



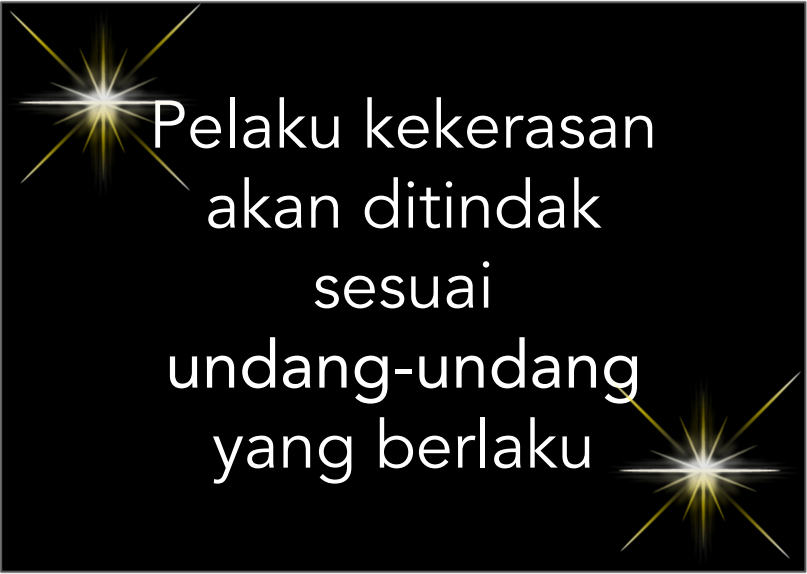
LET'S END CHILD SLAVERY AT NOCHILDFORSALE.CA
#nochildforsale

World Vision

Apakah menurutmu ini kampanye yang kreatif?

Apa elemen kreatifnya?

Kampanye yang Belum Ditaburi *'Twist'*



Pelaku kekerasan
akan ditindak
sesuai
undang-undang
yang berlaku

Gimana sih Kampanye yang Menarik itu?



Mencuri perhatian audiens



Memengaruhi respons emosional



Menginspirasi audiens melakukan sesuatu

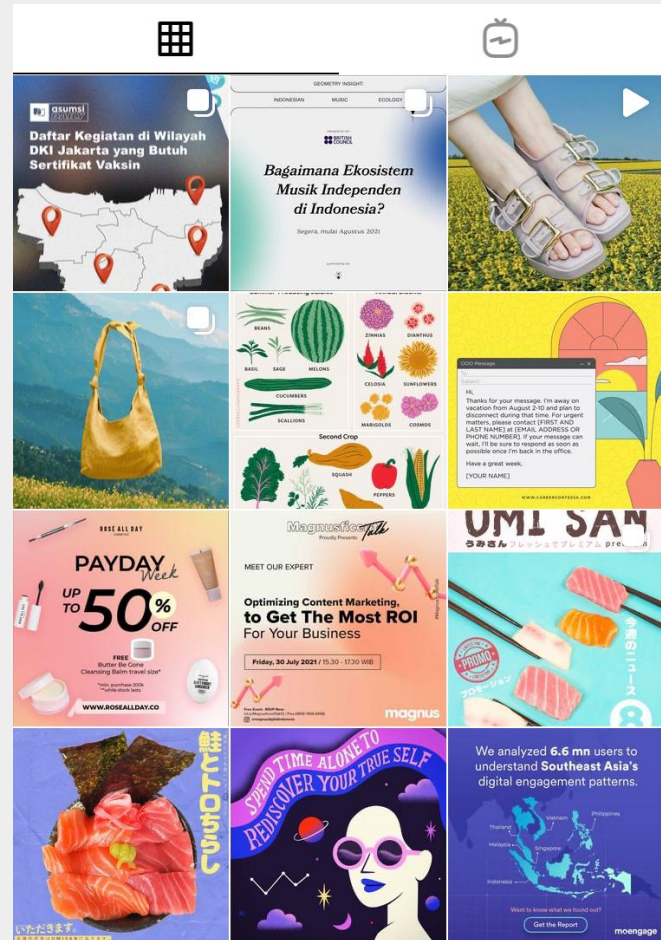
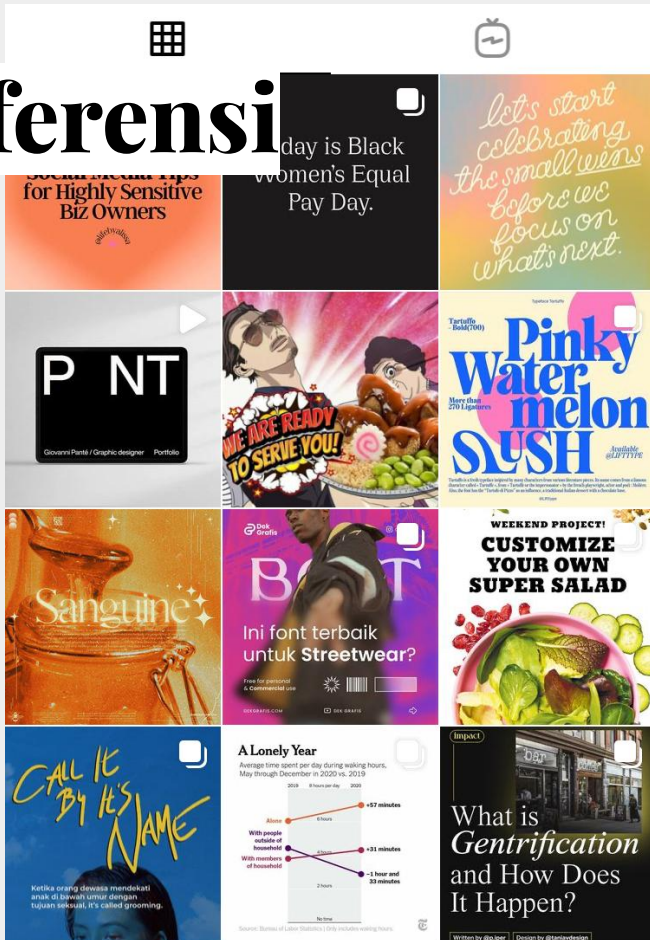


Berbeda, mudah diingat, relevan

Dimana Cari Inspirasi?

- ✦ Kumpulkan referensi sebanyak-banyaknya, di mana pun, kapan pun, & buat sendiri sesuai kreativitasmu, lakukan setiap hari~
- ✦ Lihat sesuatu yang terasa biasa dengan perspektif yang berbeda
- ✦ Lakukan sesi *brainstorming* dengan teman-teman atau sendiri (gpp)
- ✦ Corat-corek idemu, catat setiap inspirasi yang kebetulan masuk~

Referensi





Referensi



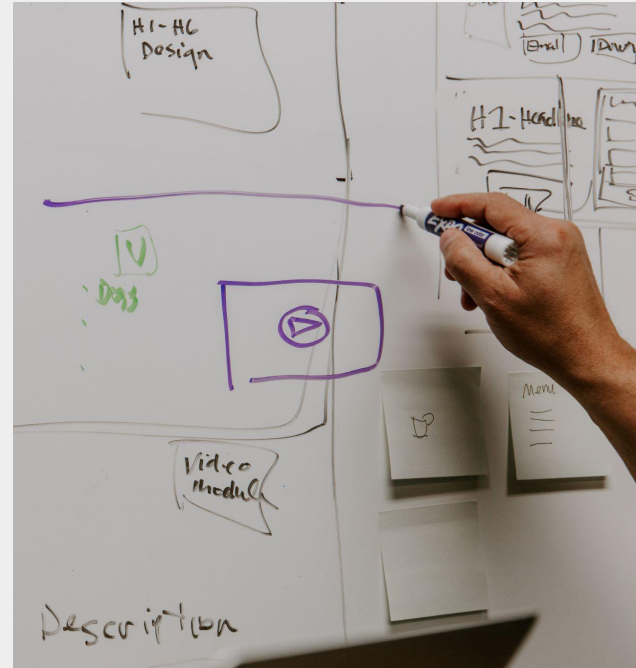
✨ Yuk, Mulai Bikin Kampanye~



Creative Brief

Dokumen singkat yang menjelaskan strategi sebuah kampanye kreatif.

Creative brief memudahkan tim kreatif memahami keseluruhan kampanye, data yang diperlukan, strategi, hingga audiens yang akan dijangkau.



Contoh Creative Brief

Tanggal:

Brief Konten: #MondayMeme

PIC:

Target audience:

Angle konten:

Pesan kunci:

Referensi visual:

Data:

Catatan khusus:

Engagement:

Format: Carousel (Instagram)

Jam posting: 19.00 WIB



Contoh Creative Brief

Tanggal: Senin, 2 Agustus 2021

Brief Konten: #MondayMeme

PIC: si A dan si B

Target audience: 13 tahun ke atas, peduli dengan isu perempuan, seksualitas, kekerasan seksual, feminisme, keberagaman gender

Angle konten: kekerasan seksual pada perempuan di sosial media

Pesan kunci: kirim *unsolicited dick pics* adalah kekerasan seksual - hapus kekerasan seksual di dunia digital

Referensi visual: terlampir - Google Slide referensi + Meme 1 2 3

Data: jurnal, artikel, konten akun sejenis

Catatan khusus: kaitkan dengan bulan khusus

Engagement: lampirkan *screenshot* jurnal dan artikel terkait + swipe up

Format: Carousel (Instagram)

Jam posting: 19.00 WIB (*prime time*)



Rupa-Rupa Kampanye Kreatif



HOW CAN YOU HELP STOP ASIAN HATE?



theslacktivists



theslacktivists On March 16, 6 Asian women were murdered in Atlanta by a white gunman. This anti-Asian hate crime follows an exponential rise in racism, violence, and targeted hate towards Asian Americans during the COVID-19 pandemic.

How can you help #StopAsianHate?

Here are some resources to the AAPI community right now encourage you to share additional ways to help in the comments

#ProtectAAPIlives #StopAAPI #StopAsianHateCrimes

Photo: Getty Images

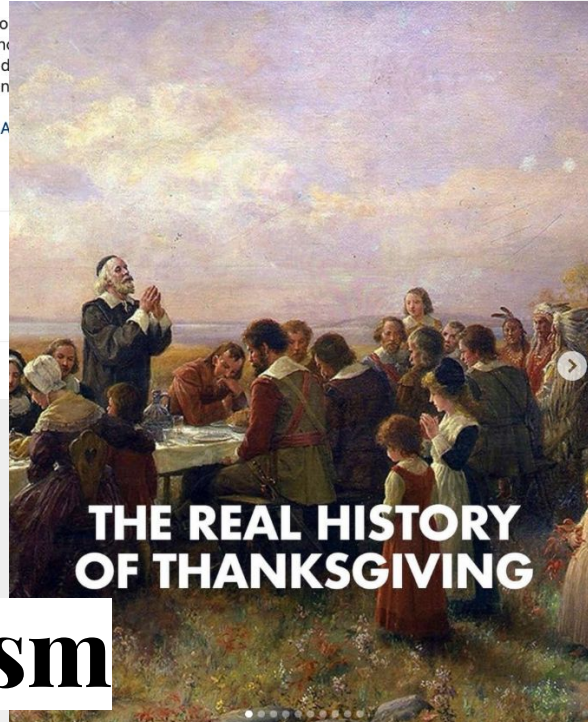


Liked by 14,495 others

and

MARCH 18

Add a comment...



THE REAL HISTORY OF THANKSGIVING



theslacktivists



theslacktivists The popular narrative of Thanksgiving is a joyous celebration of unity and peace between English Pilgrims seeking religious freedom who arrived on the Mayflower, and indigenous Americans. However, this story erases the violent and exploitative reality of English colonialism—erasure that still affects indigenous populations to this day.

Here's a breakdown of the real history of Thanksgiving, with many of the common myths debunked.

See our story to enter our #giveaway of the book "This Land Is There Land" by David Silverman!



35,916 likes

NOVEMBER 27, 2020

Add a comment...

Post

Social Justice, Racism



impact

impact Some good environmental news for your feed 🌱🌟

👉 written by @annuhok
🎨 design by @taniavdesign
🗣️ make an @impact

7w

shantelittle MORE CLIMATE NEWS: The state of Maine passed legislation last week that requires pension funds to divest from fossil fuels!

7w 71 likes Reply

— View replies (2)

👍 👤 🗣️

👍 Liked by diversifyournarrative and 28,023 others

JUNE 17

😊 Add a comment...

MISCONCEPTIONS ABOUT CLIMATE CHANGE

impact

Photo Source: Mike Erskine / Unsplash

Photo Source: Sean Gallup / Getty Images

Written by @annuhok | Design by @taniavdesign

Design inspo @theslowfactory

WEB/US Forest Service Handout/EPA-FE/REX via Shutterstock

impact

impact Reposting this after we mistakenly made the third to last slide into a misconception when it wasn't supposed to be! The "conceptualizing climate change is difficult" slide (3rd to last slide) has been corrected. 🙏

👉 written by @annuhok
🎨 design by @taniavdesign
💡 design inspo @theslowfactory
🗣️ make an @impact

9w

+

nicholeenah But we aren't in ...

👍 👤 🗣️

👍 Liked by diversifyournarrative and 31,199 others

JUNE 1

😊 Add a comment... Post

Environmental Justice



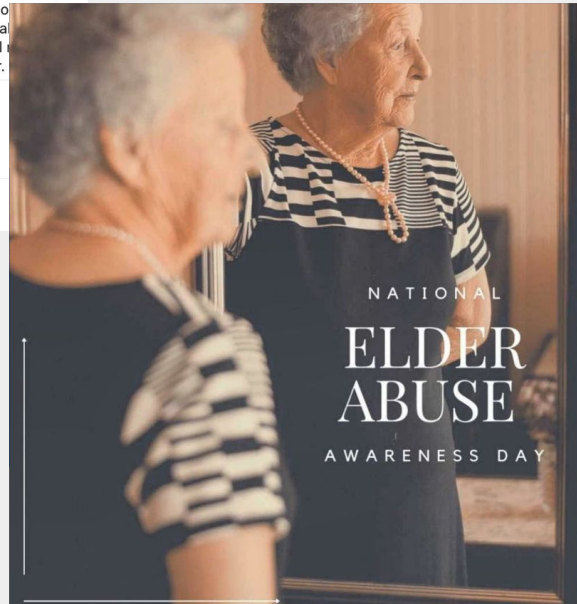
freebritneynyc

freebritneynyc African American icon & Hollywood star Nichelle Nichols is in a battle for guardianship of her own life. Sources with the Los Angeles Police Department have been contacted, but an official investigation has yet to be launched. Nichols an American Icon made history more than 50 years ago with her Famous role on Star Trek. She was a Black Actress doing the unthinkable onscreen only a year after interracial marriage was deemed legal. Nichols' Star Trek character, was one of the first African American female characters on American television not portrayed as a servant, was groundbreaking U.S. society at the time. Civil rights leader Martin Luther King, Jr.

130 likes

FEBRUARY 25

Add a comment...



drmcarbonell

Port Charlotte, Florida

drmcarbonell *Repost from @carecharlottecounty* Protect your elders- If you see something, say something! NCEA Hotline 1-855-500-3537 #nationalelderabuseawarenessday #primarycare #internalmedicine #geriatrics #charlottecountyfl

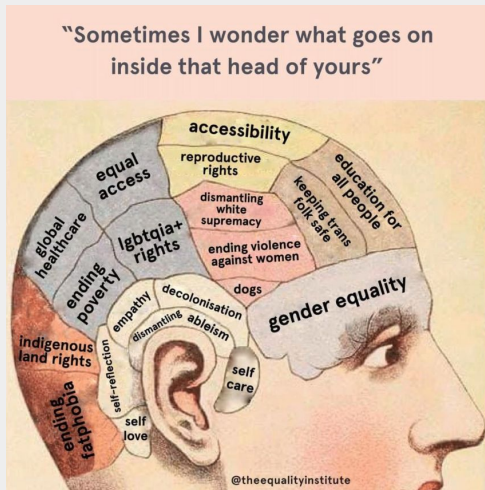
7w

6 likes

JUNE 15

Add a comment...

Elderly Rights



“Sometimes I wonder what goes on inside that head of yours”

@theequalityinstitute

theequalityinstitute ...

theequalityinstitute 🙄 Ah you know, just the standard things...
68w

mmogwaii081 ❤️❤️ or cats
68w 2 likes Reply

nestorellie No animal rights?? 🙄
68w Reply

the_tiger_has_wings 🙄
68w 1 like Reply

4,262 likes
APRIL 13, 2020

Add a comment... Post



@theequalityinstitute

theequalityinstitute ...

theequalityinstitute And I... oopl
Don't let capitalism brainwash you into thinking that people don't deserve fresh water, food, safety and somewhere to live because they haven't "earned it". We've got more compassion than that to give others.
49w

carmenthettar Us @jessfinchh
49w 2 likes Reply

Liked by australianpsychologist and 2,849 others
AUGUST 22, 2020

Add a comment... Post



@theequalityinstitute

theequalityinstitute ...

theequalityinstitute Ain't nothing wrong with being protective over your community & speaking up when people are disrespectful. This goes for all marginalised communities, not just the LGBTQIA+ fam!
70w

theequalityinstitute #feminism #genderequality #theequalityinstitute #theEQI #equality #feminist #dog #doggo #feministmeme #family
70w Reply

resistpnw Hahaha cattle dogs are the perfect choice for this 🐾
556 likes
MARCH 28, 2020

Add a comment... Post

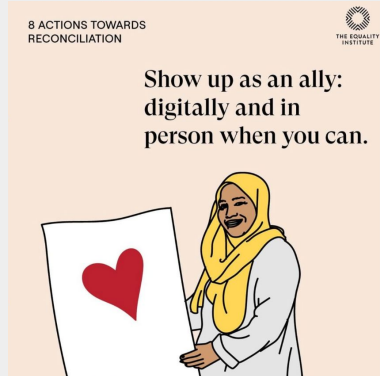
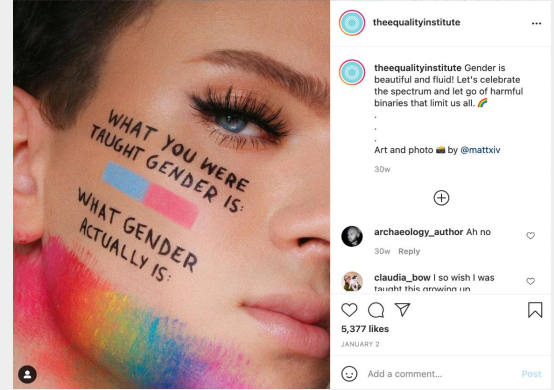


theequalityinstitute ...

theequalityinstitute You're laughing 'cause it's true.
This post has been reuploaded with important changes made to the language to ensure we are being inclusive of gender diverse and trans folks. Thanks to our community for highlighting this and helping us to grow ❤️
Image Description:
Meme of iconic Saturday Night Life image of Seth Meyers and Nasim Pedrad in the SNL newsroom reads: If cis men could get pregnant, abortion clinics would be like 7/11. There would be 5 on every block, 1 in every airport, and the morning after pill would come in different flavours like BBQ and salt & vinegar!
1,218 likes
JUNE 7

Add a comment... Post

@theequalityinstitute



Gender Diversity

A FEW REMINDERS FOR DISABILITY PRIDE MONTH



Disability Rights ^{IGN}



courtneyahndesign



courtneyahndesign a few reminders as #DisabilityPrideMonth closes out this week! 🙌

not all disabilities are visible...disability is not a monolith!

people with disabilities do not exist for your inspiration or pity!

DISABLED is not a bad word - but keep in mind that terms like handicapped, differently abled, special, gifted, etc. are often considered offensive, dismissive, and/or patronizing (when in doubt, ask first because every person is entitled to how they define their identity!)



5,005 likes

6 DAYS AGO



Add a comment...

Post

The United States' DISABILITY HISTORY

You Should've Learned in School



@DiscbiltyTogether



disabilitytogether



disabilitytogether Today marks the 31st anniversary of the signing of the Americans with Disabilities Act. We want to celebrate this day by acknowledging disability history, how we got here, and how far we still need to go.

Disability history is an important part of civil rights history that is often completely ignored in our education system. It is important that everyone take the time to learn about us and what the community has been through and continues to advocate for. Please remember— this is not a comprehensive list, rather a starting point of main events that occurred in the United States.



11,741 likes

JULY 27



Add a comment...

Post

Disability Rights

bamboobrace.com

Some disabilities look like this:



And others look like this:



Be Inclusive 



Anti-corruption





C. ICW

Sirna Hukuman Pinangki

ICW minta Jaksa untuk ajukan kasasi dan hukum berat Pinangki. Kamu bisa dukung di:

change.org/HukumBeratJaksaPinangki

bisexual
rights



lesbian
rights



Pansexual
rights



LOVE
IS



OUR
RIGHT

trans
rights



asexual
rights



intersex
rights




LGBTQIA Rights



anxiety.positive



anxiety.positive i'm reposting this with an update on some flags!

love is our right. be proud, everyday


#anxietypositive #asexual #intersex #lgbtmentalhealth #anxiety #anxietydisorder #pansexual #mentalillness #gay #lesbian #trans #proud #mentalhealth #affirmations #positivity #pride #mentalhealthart #mentalhealthquotes #selfcare #lgbtq #pride #loveislove #rights #humanrights #loveisourright #lgbtqia #lgbtpride #lgbtcommunity #anxiety #anxious #depression

1w



1,712 likes

JULY 25



unitednations



unitednations Misinformation is costing lives and prolonging the #COVID19 pandemic.

But all of us can do something about it: Before you share something online, [#PledgeToPause](#) and take time to verify facts about the post:
WHO made the post?
WHAT is the source?
WHERE did it come from?
WHY are you sharing it?
WHEN was it published?

Help stop the spread of misinformation -- and the virus.

: @ruthburrowsillustration



Liked by 46,572 others

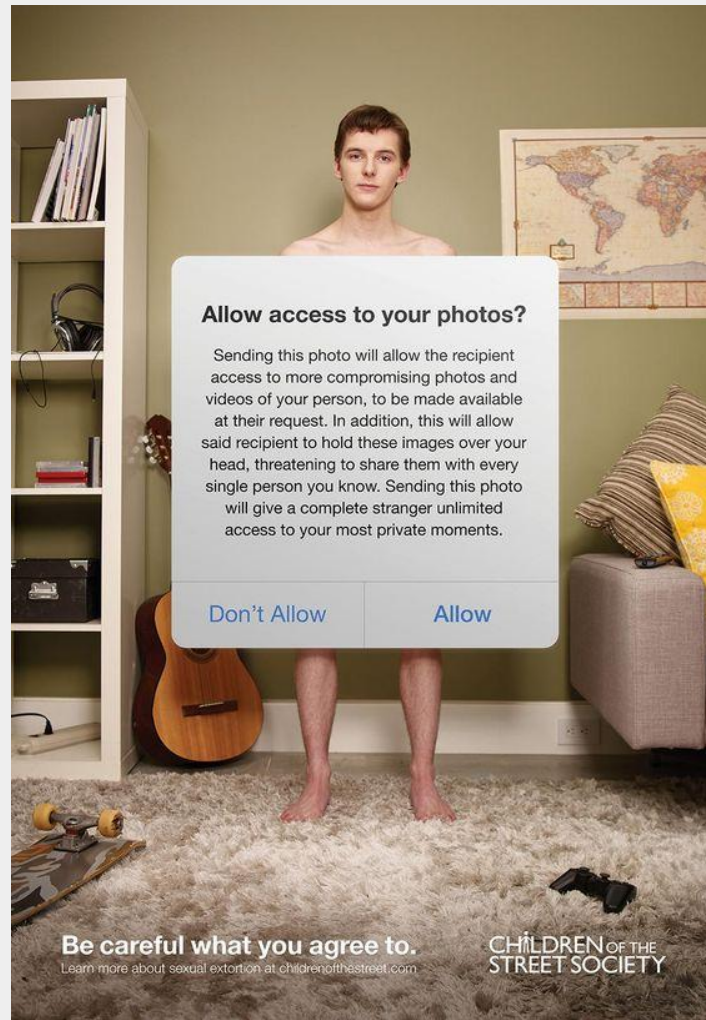
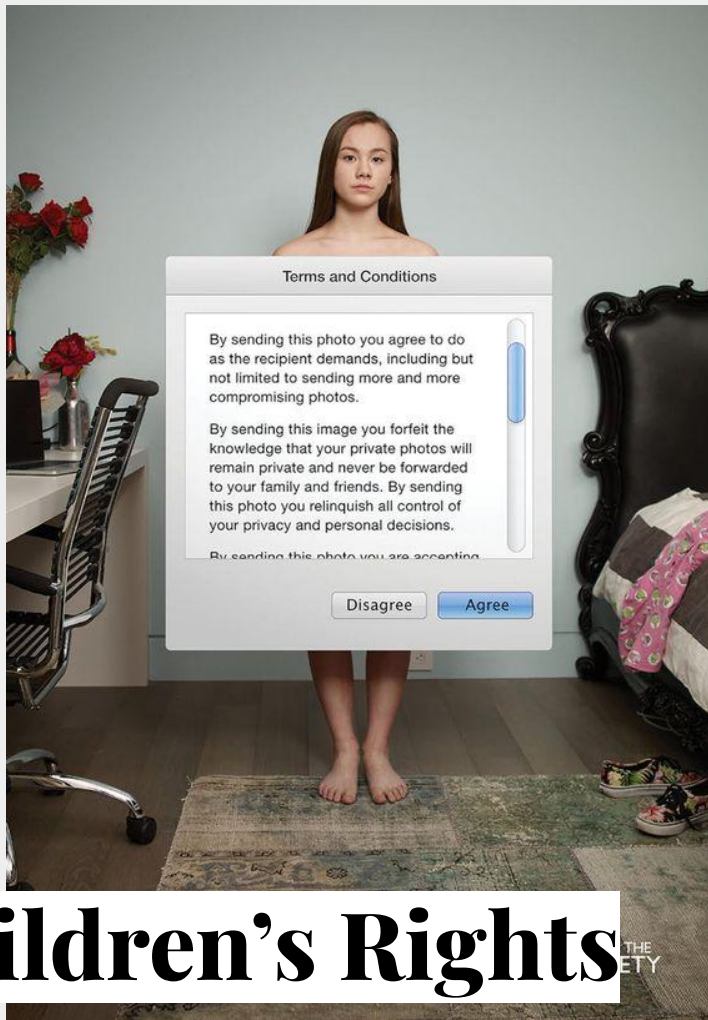
and

JULY 25



Add a comment...

Post



Studi Kasus

Konten perEMPUan



perempuan



perempuan #WhyWednesday:

"Kalian ini dikit-dikit kok bilang kekerasan seksual?"

"Meningatkan ibu menyusui supaya gak ngumbar payudara, kok dibilang kekerasan seksual, gimana sih? Gak paham lagi!"

Pernah menemui pernyataan kayak ini?

Baik, berarti memang banyak orang yg belum paham. Melarang ibu menyusui di tempat umum dengan alasan seksualisasi payudara adalah kekerasan seksual.

Kami ulangi lagi, ya: Ibu menyusui boleh menyusui di mana saja. Menyusui bukan kegiatan seksual. Menyusui adalah tindakan membari



Liked by

and 1,002 others

5 HOURS AGO



Add a comment...

Post



perempuan



perempuan #WhyWednesday

Kenapa sih kita harus banget peduli dengan lansia?

Kemarin adalah peringatan **World Elder Abuse Awareness Day** alias Hari Peduli Kekerasan terhadap Orang Lanjut Usia Sedunia. Secara global berbagai jenis kekerasan sangat sering dialami oleh orang-orang di atas usia 60 tahun. Kondisi yang menurun serta gangguan medis yang dialami oleh sebagian besar lansia dimanfaatkan oleh pelaku kekerasan untuk menelantarkan, mengeksploitasi sumber ekonomi, melakukan kekerasan fisik, psikis, maupun seksual.

Beberapa stigma yang sering kita



Liked by
4,446 others

and

JUNE 16



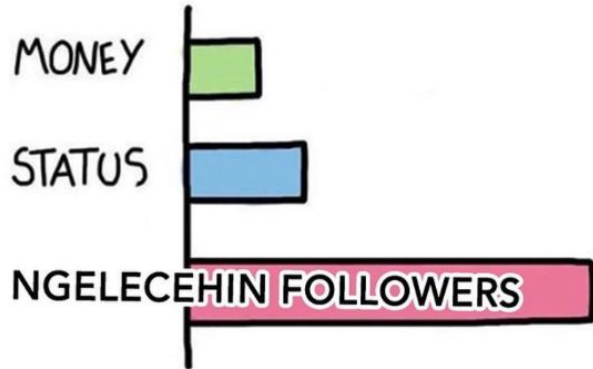
Add a comment...

Post



#MondayMeme

WHAT GIVES PEOPLE FEELINGS OF POWER



swipe for context

perEMPuan

ruangaman.org

Peran Empu



perempuan



perempuan #MondayMeme:

⚠ Trigger Warning ⚠

Ini kan cuma jokes, take it easy lah, lebay banget lo!

Whoa, sering banget nemu komentar kayak gini. Kayak panik sendiri nggak sih waktu jokes yang dianggapnya lucu malah *backfire* alias flop. Udah gak lucu, dikasih tahu kalo isinya pelecehan seksual malah marah-marah. Keliatan 'kan betapa *ignorant*-nya beberapa orang di dunia maya maupun nyata~

Beberapa saat lalu ada 3 orang influencer laki-laki yang melakukan IG Live. Di tengah-tengah live yg ditonton ribuan orang itu, salah satu dari mereka bikin permainan



Liked by
10,332 others

and

2 DAYS AGO



Add a comment...

Post



#MitosFaktaPerEMPUAN

Mitos atau Fakta?

'Spill' kasus kekerasan seksual adalah cara terbaik untuk membantu korban

image: yourtango.com & www.pngkey.com

Mitos

Fakta



perEMPUAN



ruangaman.org



Peran Empu



perempuan



perempuan

#MitosFaktaPerEMPUAN Fenomena *Spill the Tea* 🍵🌍 dan World Emoji Day 🌍📅17

Setiap tanggal 17 Juli, dimulai sejak tahun 2014, ada perayaan khusus buat emoji, karakter gambar yang sering kita pakai secara luas di internet, terutama di media sosial, dan chat messenger. Salah satu emoji yang sering kita pakai adalah emoji teh anget 🍵, yang kadang bisa disebut juga sebagai Hot Beverage Tea (tidak spesifik, bisa kopi atau teh) atau udah sama-sama tahu artinya ada gosip baru.

Nah, ngomong-ngomong soal teh anget atau tea, ada hubungannya



Liked by

and 222 others

JULY 16



Add a comment...

Post

Komponen Kampanye perEMPUan

- ✦ Data dan fakta, dengan sumber jurnal, berita, artikel
- ✦ Tap into trends, isu terkini
- ✦ Konsistensi layout, font, visual HD
- ✦ Meme, foto, data visualisasi yang relevan
- ✦ Content writing yang dibuat mudah dipahami
- ✦ Hashtags: #MondayMeme #WhyWednesday
#MitosFaktaPerEMPUan #GerakBersama
#AmanSampaiTujuan #SahkanRUUPKS
- ✦ Call to actions (CTA) ajakan berkomentar, share, save
- ✦ Engagement via Instagram Stories, DM & kolom komentar

✦ Proses Kreatif Nggak Bisa Dipaksain~

Seperti warteg yang memasang promosi AC executive—mungkin saja terinspirasi dari bus AKAP (Antar Kota Antar Provinsi)



Sources

Campaign:

UN Women

World Vision

Children of the Street Society

Bamboobrace.com

@anxiety.positive

@unitednations

@courtneyanhdesign

@transparency_international

@theslactivist

@disabilitytogether

@impact

Image:

unsplash.com

megapolitan.kompas.com

c.realme.com

makassar.terkini.id