

## TABLE OF CONTENT

VALIDITY SHEET.....	II
STATEMENT SHEET .....	III
FOREWORD.....	IV
TABLE OF CONTENT.....	V
LIST OF TABLES.....	VIII
LIST OF FIGURES .....	IX
ABSTRAK.....	XI
ABSTRACT .....	XII
CHAPTER I INTRODUCTION .....	1
1.1 Background .....	1
1.2 Problem Identification.....	3
1.3 Research Question.....	3
1.4 Research Scope .....	3
1.5 Research Goal .....	4
1.6 Research Method.....	4
1.6.1 Methods of Data Collection and Analysis .....	4
1.7 Design Framework .....	6
1.8 Writing Systematic .....	7
CHAPTER II RATIONALE .....	8
2.1 Visual Communication Design .....	8
2.1.1 Design Elements .....	8
2.1.2 Design Principles .....	12
2.1.3 Layout .....	12
2.1.4 Typography .....	13
2.1.5 Illustration .....	14
2.1.6 Character Design.....	14
2.1.7 Design Thinking Method .....	14
2.1.8 Copywriting .....	16
2.1.9 AISAS .....	16
2.2 Media.....	16
2.2.1 Interactive Media .....	16
2.2.2 Mobile Application .....	17
2.2.3 Gamification .....	18
2.3 UI/UX.....	18
2.3.1 User Interface (UI).....	18
2.3.2 User Experience (UX).....	19

2.4 Social Media.....	21
2.4.1 Social Media Addiction .....	21
2.4.2 Social Media Addiction Causes .....	21
2.4.3 Bergern Social Media Addiction Scale.....	22
2.4.4 Social Media Addiction Effects .....	23
2.5 Young Adult.....	23
2.5.1 Cognitive Development in Young Adulthood .....	23
2.6 Theoretical Framework .....	24
CHAPTER III DATA AND ANALYSIS .....	25
3.1 Project Granting Institution Data .....	25
3.1.1 Alpas.id Profile .....	25
3.1.2 Vision and Mission .....	25
3.1.3 Product .....	26
3.2 Product Data.....	26
3.2.1 Practices to Reduce Excessive Social Media Usage.....	26
3.2.2 Gamified Productivity Application.....	27
3.3 Target Audience Data.....	27
3.4 Data on Similar Projects.....	28
3.4.1 iOS Screen Time and Android Digital Wellbeing .....	28
3.4.2 Forest.....	29
3.5 Interview Data .....	30
3.5.1 Clinical Psychologist .....	30
3.5.2 UX Designer .....	31
3.5.3 Target Audience.....	32
3.6 Questionnaire Data.....	34
3.6.1 General Data .....	34
3.6.2 Bergern Social Media Addiction Scale (BSMAS).....	35
3.6.3 Interest in Using Productivity Application .....	40
3.7 Data Analysis .....	42
3.7.1 Matrix Analysis of Similar Project Data.....	42
3.7.2 SWOT Analysis .....	43
3.7.3 Interview Data Analysis.....	45
3.7.4 Questionnaire Data Analysis.....	45
3.8 Assumption.....	46
CHAPTER IV DESIGN AND RESULT .....	47
4.1 Message Concept.....	47
4.2 Creative Concept.....	47
4.3 Communicative Concepts .....	48
4.4 Visual Concept .....	49

4.4.1 Moodboard.....	49
4.4.2 Color .....	49
4.4.3 Typography.....	50
4.4.4 References.....	50
4.5 Media Concept .....	51
4.5.1 Main Media.....	51
4.5.2 Supporting Media.....	54
4.6 Business Concept .....	54
4.7 Design Results.....	54
4.7.1 Sketches .....	54
4.7.2 Logo .....	59
4.7.3 Sitemap .....	60
4.7.4 User Flow.....	60
4.7.5 Wireframe (Low Fidelity Prototype) .....	61
4.7.6 Application Design (High Fidelity Prototype).....	62
4.7.7 Supporting Media.....	70
4.8 Usability Testing .....	74
CHAPTER V .....	75
5.1 Conclusion.....	75
5.2 Suggestion .....	75
BIBLIOGRAPHY .....	76