

VISUAL COMMUNICATION MEDIA PLANNING AS AN EDUCATIONAL MEDIUM FOR AUTISM SPECTRUM DISORDER (ASD)

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ABSTRACT

The last five years in Indonesia, the number of autistic children has increased rapidly, estimated to reach 2.4 million in 2021. Genetic and environmental factors are suspected to be the main contributor. While the numbers of autism kept increasing, the parents of the autistic childrens are unable to handle their child, some of them are unable to accept the child's condition, and others are just unprepared and uneducated with their child's condition. They are unaware of the possibilities that their child would be autistic, so when it happened, they cannot accept their child's condition. However, there is very little education out there that disseminates this education as a form of early prevention for the prospectives parents. This campaign was created with a purpose, that many prospective parents out there between the age of 21-32 years become more aware of the problem currently circulating, so that they could lower the risk of autism for their future child and if their child is born with autism, they are prepared mentally and knowledgeably ready. Qualitative methods are used in this research. Observations, literature study, surveys, and interviews were used in data collection. Miles and Huberman model data analysis were also used for data processing. Data reduction, data that have been gathered is being simplified and classified based on needs. As the result, social campaign named "My World" is created to give them a better understanding about world from the autistic perspective. To spread awareness of this campaign, a wide reach media that can be sustainable is needed, such as Out Of Home (OOH) advertising, and Instagram as the sustainable media. As Instagram users have similar age range and characteristic with our target audiences. With 5A (Aware, Appeal, Ask, Action, Advocate) communication strategy.

Keywords: autism, educational, media, parenting, planning, visual communication

1. PREFACE

A neurodevelopmental illness known as Autism Spectrum Disorder (ASD) is characterized by difficulties communicating with others, narrow interest and repetitive action (Hodges et al., 2019; Yu et al., 2023; Mughal et al., 2024). This disorder interferes with a person's ability to communicate and interact socially, it could be detected before 3 years old. In Indonesia itself, until now there are no specific survey institution regarding the exact number of autistic children in Indonesia. However, based on reports from professionals working in the field, there has been an increase in number of autistic people in the last five years. In 2021, the number of autistic children is estimated to reach around 2.4 million (Hafil, 2021; Tempo.co, 2023). Even though the exact cause for ASD still remains unclear, the research on the causes of ASD itself has resulted in the two main contributing factors: Genetics and environment. However, from the two factors, genetics played a big role, as it is shown in many ASD researches, such as, the twins, relatives, and rare syndromes (Wei-ju, et al., 2021). As for the environmental factor, consuming certain drugs during pregnancy can trigger autism for the child. However, not only drugs, but continuous exposure to chemicals, such as Bisphenol A or BPA content during the prenatal or pregnancy stage can increase the risk of ASD for the child (Hansen et al., 2021).

Based on the results of the pre-research initiative interviews with experts, the current problem circulates around parental rejection and their readiness to handle the situation. There will be several stages that the parents of an autistic child will face until they finally accept the condition, such as,

denial, anger, bargaining, depression, and acceptance (Rachmayanti & Zulkaida, 2007). For an autistic child, parental acceptance for their autistic children plays a huge role in the child's therapy progress. According to the experts, Parent's acceptance can play a big role for their children progress and mental state. An autistic child with supportive parents or family member will produce better results, because being accepted and supported would effect their mental state, such as their own self-acceptance, confidence, and their willing.

There were similar education activities that have been carried out before:

Figure 1
Social Campaign “Aku Pasti Bisa”



From the observation conducted by the author, founded that the campaign titled “AKU PASTI BISA” (Figure 1) initiated by Fernandus et al. (2020). The goals of this social campaign is to raise public awareness of the current social phenomena. Social Change Campaign adopted for this campaign, to be more precise, is about designing a visual to attract the audience to raise awareness for the creativity and skills of special needs children. This campaign is also used as a place for special needs children to make art works as functional media with a selling value (Fernandus et al., 2020). This social campaign is to educate and spread positive awareness to the audiences that autistic kids are also as capable as normal kids, so people and parents of an autistic child could accept their child condition. However, the campaigns that have been created up until now, have not been able to solve the problem that is currently circulating in the society. Most of the campaign that have been made are to overcome the situations that has already occurred, rather than finding methods to prevent it or educating the parents beforehand of how they should prepare if their kids have autism.

From the campaign in figure 1, it did not involve media planning or a series that would be held for the education. Because there is still a gap in this problem, the author invented a campaign to solve the problem that is currently circulating, a social campaign with the duration of 3 months. In this social campaign, Experiential Learning is included. So, not only are listening or reading from social media are about this education but, audience can get new experiences. Experiential Learning or EL is focused on learning through experience and evaluating their previous experiences. This method allows the learners to learn while “Do, Reflect, Think and Apply” (YangTao, 2021). In this matter, Experiential Space Design or Experiential Design was also used. Experiential Design is an approach based on human-centric to give positive experience and enhancing users' well-being, it values human experience on top of other values (Wilson, 2024). Through this social campaign, not only do we provide the audience with education, but also directly involving them to take action in experiencing the world from autism perspective, to get to know ASD better and understand their world and the way they react to things.

Through this campaign, it is anticipated that more and more prospective young parents will understand and comprehend the causes of ASD in children, so that they can reduce the risk by

taking precautions from an early age. And hoping that they could understand better by experiencing the world of autism which is completely different than others, so that they can appreciate autistic children more and if one day they have a child with autism, as a parents, they are ready to accept them and will be able to handle it both knowledgeably and mentally to face their autistic child.

Media

Beside Experiential Space Design, this campaign will be using social media; Instagram. Based on the data taken from surveys and literature study, Instagram is popular among our target audiences, ranging from 21-32 years. According to the data from *We Are Social and Hootsuite*, Instagram is in the third position of social media with the most active user (Naurah, 2023). In Indonesia itself, by April 2023, Instagram users had reached to around 106 million people (Annur, 2023). Instagram is a social networks that can help its user share photos or videos with those closest to them or other users (Sendari, 2019). Out Of Home (OOH) advertising was also used to spread awareness about this campaign to the audience. OOH is a type of advertising that targets People who are outside their home. OOH can be found in many forms such as, billboards, public transport, public facilities, and many others. OOH is known to be great to reach targets in a bigger scale and to deliver message effectively (Aliya, 2021; Lister, 2022).

Visual Communication Planning

This campaign will be going on for 3 months in Instagram with 3 post a week (Figure 2). with each stages of 5A (Aware, Appeal, Ask, Action, Advocate) per week.

Figure 2
Social Media Planning

January	Week 5	Senin, 1 Jan	Informative content Feed IG : Selamat tahun baru Caption : Selamat tahun baru dari kami untuk anda!	Rabu, 3 Jan	Engagement content Feed IG : post ke ig story dengan #WeAreSocialMyWorld Caption : Yuk, share #WeAreSocialMyWorld dan mention kita di post atau story kamu, untuk free mirror selfie photo booth!	Jumat, 5 Jan	Educative content Feed IG (carousel) : What is our way? Caption : kalo sebenarnya kita semua tuh unik dengan cara kita masing-masing
IG Feeds	Week 6	Senin, 8 Jan	Informative content Feed IG : Data autisme dunia Caption : Autis dunia memiliki pertengahan 1 : 35, setiap 30 anak terdapat 1 anak autis	Rabu, 10 Jan	Engagement content Feed IG : quiz tpy jenis autisme ada brp Caption : Yuk, kita review ada berapa jenis autis ?	Jumat, 12 Jan	Educative content Feed IG (carousel) : gejala autis Caption : autisme sudah menunjukkan gejalanya sejak dini ya gas.
IG Feeds	Week 7	Senin, 15 Jan	Informative content Feed IG : Open House Caption : yuk, datang ke acara open house yang akan di adain di DRC untuk membantu anak business para penyandang autisme	Rabu, 17 Jan	Engagement content Feed IG : One away Caption : untuk autis giveaway ini kalian harus komen pendapat kamu mengenai edukasi ini, dan gunakan #WeAreSocialMyWorld, lalu tag 3 teman kamu, NO FAKE ACC ya	Jumat, 19 Jan	Educative content Feed IG (carousel) : Apa aja yang perlu diperhatikan saat masa kehamilan Caption : Dear para perempuan, penting nih buat kalian tau / m lo tat hal-hal yang harus kalian perhatikan selama masa kehamilan untuk mengurangi resiko terlahinya anak dengan autisme
IG Feeds	Week 8	Senin, 22 Jan	Informative content Feed IG : Komunitas untuk peduli autisme Caption : ada nih beberapa komunitas yang bisa kamu kape n i	Rabu, 24 Jan	Engagement content Feed IG : On a one Caption : yuk, OnA lagi!	Jumat, 26 Jan	Educative content Feed IG (carousel) : kalo mau tahu tentang edukasi ini kemana ? Caption : Buat kalian yang mau tahu atau tanya-tanya seacer langsung sama kita, bisa langsung hubungi kita di pinetlist ya
IG Feeds	Week 9	Senin, 29 Jan	Informative content Feed IG : Autism Small Business Caption : anak-anak penyandang autisme ini dibantu oleh para terapis untuk menemukan potensi mereka untuk menunjang kebutuhan mereka masing-masing nih di masa depan	Rabu, 31 Jan	Engagement content Feed IG : Yuk datang ke cafe autis Caption : di ayem sama anak autis ? jadi di cafe ini para pelayanan nya adalah anak penyandang autisme yang udah di latih ya gas, dan di bantu juga selama belajar	Jumat, 2 Feb	Educative content Feed IG (carousel) : apa itu hiper sensitif ? Caption : Hiperaktivitas ini sering sejat sama anak-anak penyandang autis ya
IG Feeds	Week 10	Senin, 5 Feb	Informative content Feed IG : anak autis juga bisa mandiri Caption : anak autis juga bisa mandiri seperti memasak makanan sendiri dan melakukan tempat tidur, di dengan bantuan	Rabu, 7 Feb	Engagement content Feed IG : Quiz Time Caption : apa itu synesthesia ?	Jumat, 9 Feb	Educative content Feed IG (carousel) : kabalkannya hiper sensitif ? Caption : Hiper sensitif kabalkannya dari hiper sensitif kondisi ini dimana anak merasa kurang sensitif pada indera mereka
December	Week 1	Senin, 4 Dec	Informative content Feed IG : What are we Caption : Welcome to My World!	Rabu, 6 Dec	Engagement content Feed IG : apa kata ani ? Caption : Ini tanggapan dari seorang terapis anak penyandang autisme	Jumat, 8 Dec	Educative content Feed IG (carousel) : Apa itu Autism Spectrum Disorder? Caption : Yuk, kenal apa itu autism spectrum disorder (ASD)? Mungkin kalian lebih sering dengan istilah Autis. Tapi sebenarnya apa sih autis itu ? Nah, jadi autis itu sebenarnya gangguan perkembangan saraf. Untuk definisi yang lebih lengkapnya kalian bisa baca dari postingan di atas ya! #WeAreSocialMyWorld
IG Feeds	Week 2	Senin, 11 Dec	Informative content Feed IG : Apa kata mereka ? Caption : Kalian tau gak sih ? kalo Autisme yang kita tau selama ini ternyata sangat beragam!	Rabu, 13 Dec	Engagement content Feed IG : Apa kata mereka ? Caption : Yuk, hitip tanggapan mereka mengenai edukasi ini!	Jumat, 15 Dec	Educative content Feed IG : Usia itu saat hamil bisa bikin anak jadi autis ? Caption : HAH ! Benar gak sih kalo usia sang ibu bisa bikin anak jadi autis? Menurut studi dan epidemiologi yang pernah di terbitkan dalam jurnal Autism Research, ibu yang hamil di atas usia 40 tahun memiliki resiko 51% lebih TBAGD yang melahirkan anak dengan autis atau dapat mereduksi resiko dibandingkan dengan ibu yang hamil di usia 25 tahun.
IG Feeds	Week 3	Senin, 18 Dec	Informative content Feed IG (carousel) : Apa aja kegiatan selama terapi ? Caption : Nih, buat kalian yang penasaran seklah atau terapi untuk penyandang autis tu ngapain aja sih ?	Rabu, 20 Dec	Engagement content Feed IG : Quiz Time Caption : HELLOV ! khusus sesi ini, kita membuka pertanyaan bagi kalian yang masih bingung atau penasaran atau bahkan tertarik untuk kenal kita dan autis lebih dalam lagi nih ! kalian bisa tulis apa pertanyaan kalian di kolom komentar, dan nanti akan di reply satu persatu ya!	Jumat, 22 Dec	Educative content Feed IG (carousel) : Penemuan pili terhadap autisme Caption : Apa sih yang terjadi sebenarnya dengan autisme ?
IG Feeds	Week 4	Senin, 25 Dec	Informative content Feed IG (carousel) : Yuk rayin natal dengan penyandang autis Caption : Ini kumpulan kegiatan anak-anak penyandang autis untuk merayakan natal nih !	Rabu, 27 Dec	Engagement content Feed IG : Yuk datang ke experiential space kita Caption : Bisa dapet pengalaman dan edukasi selagi ya? Yuk, apa temen atau keluarga mu datang ke experiential space MY WORLD #WeAreSocialMyWorld atau photo booth juga loh!	Jumat, 29 Dec	Educative content Feed IG (carousel) : Masuk ke dunia anak autis ? Caption : Hello gengs ! kalian tau gak apa itu experiential space ? jadi experiential space ini tuh pendekatan design yang memproteksikan memberikan pengalaman bagi manusia disekitar aspek lainnya. Nah, kita mau ngajak kalian untuk bisa temen kalian dan datang ke experiential space MY WORLD yang akan kita buat untuk memberikan pengalaman serta edukasi mengenai gimana sih rasanya jadi anak autis? dan gak come lu apa loh, kita juga kan sediain mirror selfie photo booth buat kalian foto-foto
IG Feeds	Week 11	Senin, 12 Feb	Informative content Feed IG : kegiatan tahun baru cina penyandang autis Caption : apa aja nih yang bisa di lakukan di tahun baru cina	Rabu, 14 Feb	Engagement content Feed IG : Quiz Time Caption : kandungan kimia apa yang dapat meningkatkan resiko terlahinya anak dengan autis ?	Jumat, 16 Feb	Educative content Feed IG (carousel) : Kandungan BPA bisa meningkatkan resiko autis ? Caption : penelitian membuktikan bahwa wanita dengan kandungan BPA yang tinggi meningkatkan resiko lebih tinggi terlahinya anak dengan autisme
IG Feeds	Week 12	Senin, 19 Feb	Informative content Feed IG : hitip persiapan anak-anak autis untuk merayakan sinia yu Caption : seru banget gak sih gas	Rabu, 21 Feb	Engagement content Feed IG : Quiz Time Caption : kandungan kimia apa yang dapat meningkatkan resiko terlahinya anak dengan autis ?	Jumat, 23 Feb	Educative content Feed IG (carousel) : penyebab terlahinya anak dengan autisme Caption : menurut ahli, hal-hal diatas bisa meningkatkan resiko terlahinya anak dengan autisme loh !

2. RESEARCH METHODS

Qualitative methods are used in this research. Observations, literature study, surveys, and interviews were used in data collection. Observations were made on a family who had difficulty dealing with their autistic child, because they did not expect that their child would be an autistic. Literature studies were obtained using journals and articles related to Autism Spectrum Disorder (ASD) related, as well as research reports from experts. The surveys were applied to the form of conducted using Google Forms. Lastly, interviews were conducted with a therapist for autistic child and a teacher from a private school who has experience working with autistic children and communicating with their parents. Miles and Huberman model data analysis were also used for data processing. Data reduction, data that have been gathered is being simplified and classified based on need. After that, the data being presented by graphs, chart, and etc, are to make it easier for other parties to understand.

Autism Spectrum Disorder (ASD)

Autism Spectrum Disorder is divided into 5 types, Asperger's Syndrome, Rett Syndrome, Childhood Disintegrative Disorder (CDD), Kanner's Syndrome, and Pervasive Developmental Disorder - Not Otherwise Specified (PDD-NOS) (Hoffman, 2023). Scientists found that there is a link between the mutations of PTCHD1 and Autism Spectrum Disorder (ASD) and other intellectual disabilities (Jaekyoon et al., 2023). According to Ted Abel, a PhD director of the Neuroscience Institute at Iowa, the risk ratio for autism in boys is greater, 4:1 which means, for every 1 girl affected by autism, there are 4 boys affected by autism (Kay, 2017). According to studies, there are several other factors that could causes ASD, such as:

(a) Maternal and Paternal Age

According to the research, paternal age over 40 years at the time of pregnancy can increased the risk for ASDs in their offspring by 1.4 times. As for the maternal age over 35 years can increase the risk of ASDs by 1.4 times in their offspring. They suggest the children with fathers over 40 years by the time of pregnancy to undergo a screening for ASDs at an early age (Budi et al., 2015). Study also found, that there is an association between advancing maternal age and the risk of autism (Sadin et al., 2012; Sari et al., 2022).

(b) Nutritional Consumption During Pregnancy

During pregnancy, maternal diet is extremely important for a child's neurodevelopment. Intake of multivitamins or vitamins is important. Folic acid is one of the nutrients needed by pregnant women. According to the studies examining maternal diet and the relation between ASD, they found that and adequate intake of folic acid and vitamin D were associated with lower potential of having a child with ASD (Caichen et al., 2020; Meiyun et al., 2017).

3. RESULT AND DISCUSSION

According to the participant audiences of the survey, with the age between 23-32 (Figure 3). Most of the audiences said that they know what Autism Spectrum Disorder (ASD) was, but some of them are hesitant or said they do not know (Figure 4). But, from those who said they knew, some of them could not define precisely what Autism Spectrum Disorder (ASD) specifically is (Figure 5). According to the audience, they think this education is important to understand before building their own family, so that they will be able to prevent or reduce the risk of this happening to their children in the future, or if their child is born with autism, furthermore they as parents will be ready both mentally and knowledgeably on handling their emotion and handling their autistic child (Figure 6).

Figure 3

Audiences Age

How old are you?

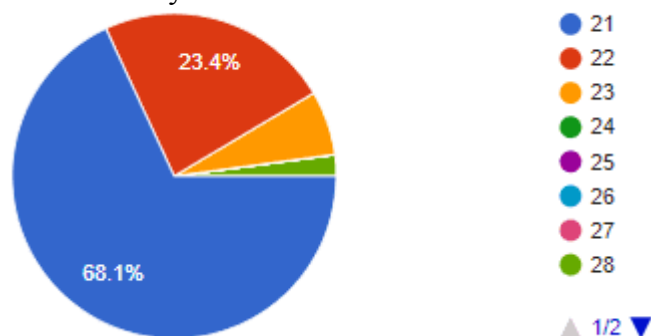


Figure 4

Audience's Awareness of Autism

Do you know what Autism Spectrum Disorder (ASD) is?

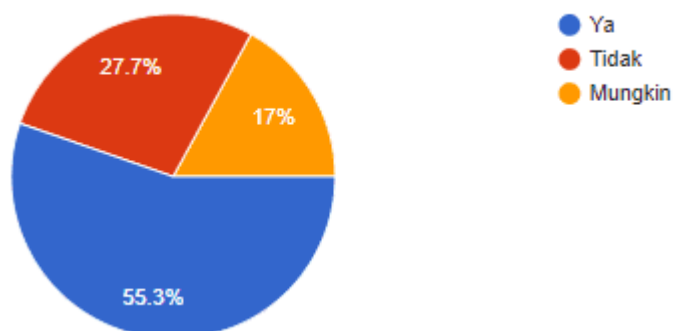


Figure 5

Audience's Knowledge about Autism

What do you know about Autism Spectrum Disorder (ASD)?

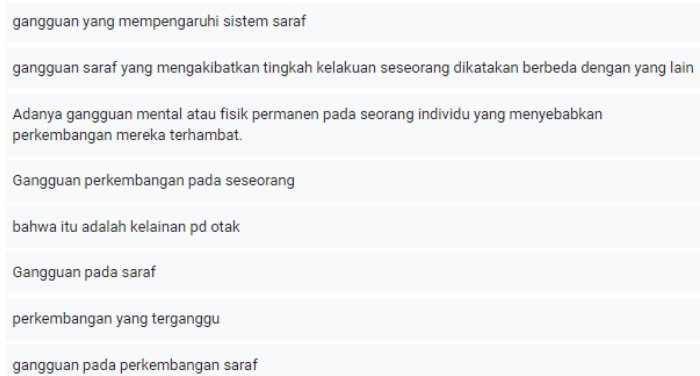


Figure 6

Audience's Reasons

Is it important to know this education before having children? If so, why?

kita harus mempersiapkan segala kemungkinan yang terjadi, ya intinya semua dapat terjadi atas izin sang mahakuasa
Agar anak terhindar dan tidak terjadi pada anak
Melakukan deteksi dini adalah cara terbaik untuk mencegah kelainan menjadi lebih parah.
karena kalo seandainya anak terkena autism sudah ada pembeljrannya trlbih dhl
supaya bisa mengantisipasi kemungkinan terburuk yang ada sejak dini
Apabila calon anak mengidap autism, sebagai calon ibu saya tidak akan kaget akan adanya hal tersebut.
Untuk menambah wawasan di masa mendatang / jaga2 jika terjadi pada orang terdekat
setiap edukasi itu sangatlah penting karena membuat kita lebih mengerti akan dampak dan cara mencegahnya

To spread awareness of this campaign, a wide reach media that can be sustainable is needed. This campaign will be going for 3 months. Instagram ads and OOH ads will be used, to spread the awareness of this social campaign in a bigger scale and range. Instagram feeds will be going on for the whole 3 months, with each stage of 5A (Aware, Appeal, Ask, Action, Advocate) per week.

Figure 7

Time spend on smartphone a day

How much time a day do you spend playing on your cellphone?

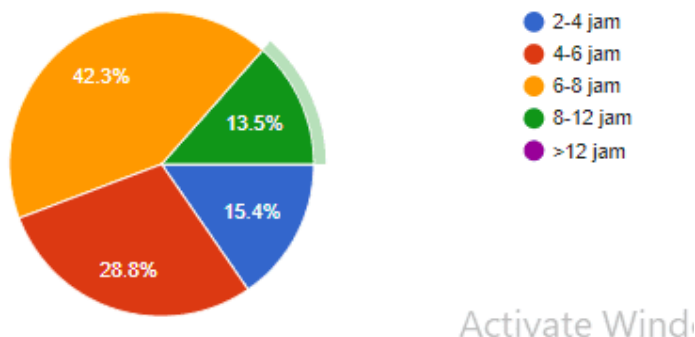


Figure 8

Social media often used

What social media do you use most often?

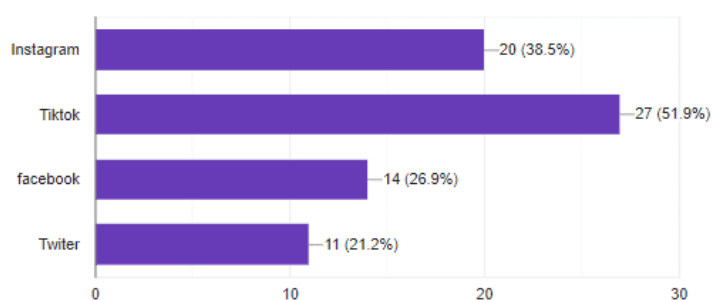
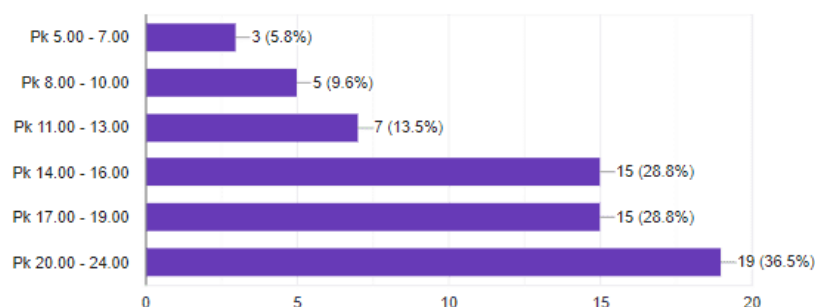


Figure 9

Times They are Online

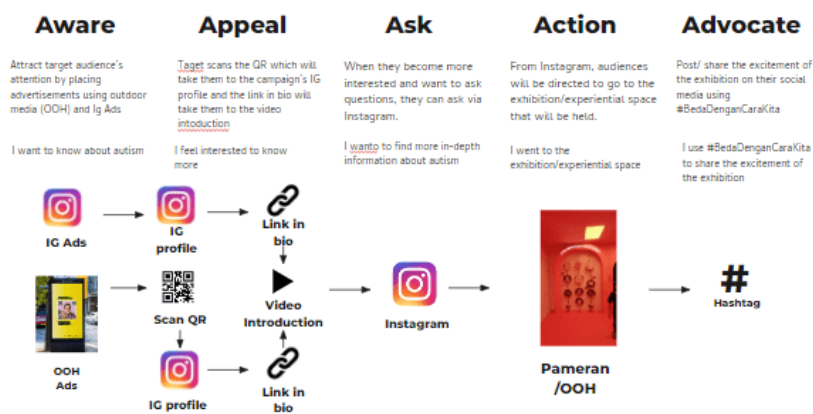
What time of day are you usually most active on your cellphone/social media?



The target audiences participate in the surveys are between 21-32 years old. From the media habit surveys results, audiences mainly spend around 4-6 hours a day to play with their cellphones (Figure 7). The audiences are mostly online on their social media around 8PM-12AM, 2PM-4PM, and 5PM-7PM (Figure 9). Lastly, based on the result of the survey, social media are most likely to be access are Tiktok and Instagram (Figure 8). However, after some literature research that have been done, Tiktok and Instagram user have different characteristic. 70% of Instagram user are between the age of 25-34 years, notably women mainly dominating the platform. And TikTok users mainly between the age of 10-29 years also, are mostly women. However, TikTok users enjoy something more entertaining rather than serious content. Thus, it is determined that this campaign was more suitable to aim for Instagram users than TikTok users.

Figure 10

Media Journey



5A adaption process is used for the communication strategy (Figure 10), which includes Aware, Appeal, Act, and Advocate. The awareness stages used Instagram ads and Out Of Home (OOH) media to make the audiences interested and curious about this campaign. This media will guide the audience to the next stage, Appeal, where the audience scans the QR on the OOH and will guide to the Instagram profile of this campaign, on the Instagram profile there will be a link provided in the bio which will lead the audience to an introduction video. In the Ask stage, the audience can leave questions on the Instagram feeds specifically for question and answer (QnA) session or directly Direct Messaging (DM) the Instagram profile. In the next stage; Action, the audience will be directed to visit the experiential space and the mirror selfie photo booth that is being held. In the final stage, Advocate, the audience can use the hashtag from this campaign #BedaDenganCaraKita to share it on their social media.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been done, the media planning that suitable for this education is a wide reach media to spread the awareness of this campaign and a sustainable media to maintain this education going on for a specific period of time, for instance, Out Of Home (OOH) advertisement for a wide-reach media and Instagram as a more sustainable media, since Instagram users are similar to this campaign target audience. OOH advertisement and Instagram ads will be used to reach out audiences. To maintain the education and keep in touch with the audiences, Instagram will be used. This campaign will be going on for approximately 3 months, in each month we use 5A (Aware, Appeal, Ask, Action, Advocate) communication strategy to interact with our audiences. At last, the peak of the campaign will used another OOH, such as exhibition or experiential space design to engage with audiences while giving educational experiences. However, the effectiveness of this plan may need further research or simulation.

Visual Communication Recommendation

Figure 11

Visual Recommendation and Campaign Logo



“My World” (Figure 11) was created based on the data obtained from the audiences. The audiences will often get the wrong idea or information about autistic children because they do not have the understanding surrounding this topic. Therefore, those ‘normal’ people used to avoid autistic people because they are scared and afraid of them, but avoiding does not solve anything, because there is a probability that their future child could be autistic. So, this campaign was made for the audiences to get a better understanding of what Autism Spectrum Disorder (ASD) really is, to help them be prepared for the future. This campaign is named “My World”, which means to invite the audiences to get to know and enter the world of autism and get a better understanding by experiencing the world of autism perspective, so that they no longer receive wrong information or stereotype about them. Meanwhile, the hashtag of this campaign is #BerbedaDenganCaraKita which means that everyone is different in their own way and with these differences, each person becomes unique with their own characteristics.

In this stage, Instagram Ads and Out Of Home (OOH) advertisements (Figure12) will be used to attract the audiences. Through the ads, audiences will be led to this campaign’s Instagram profile, with the link in the bio.

Figure 12

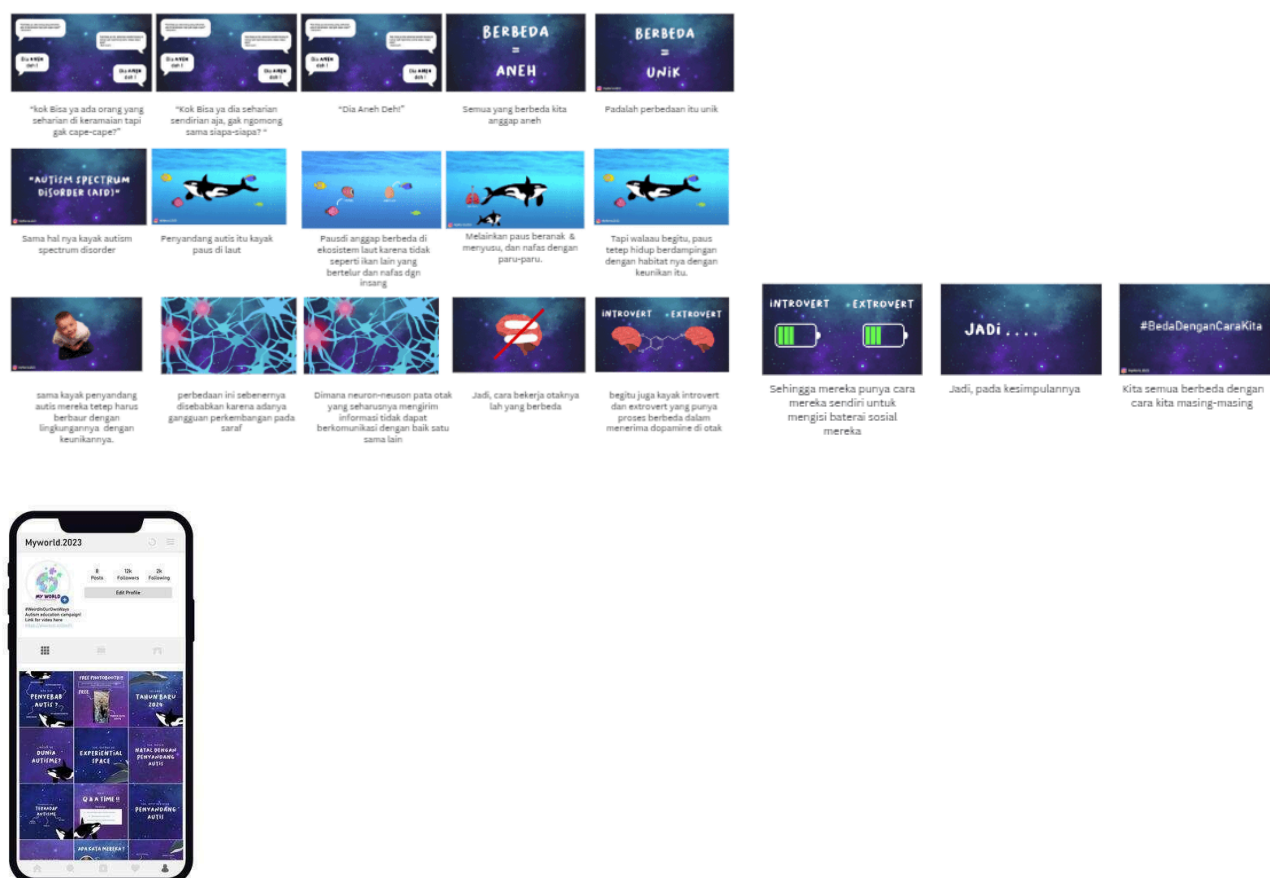
Awareness: OOH & IG Ads



In this stage, after scanning the QR code provided in the OOH Ads and the link attached in the IG Ads, they will be led to visit this campaign's IG profile (Figure 13). The link in the bio will lead to an introduction video about this campaign and autism (Figure 13).

Figure 13

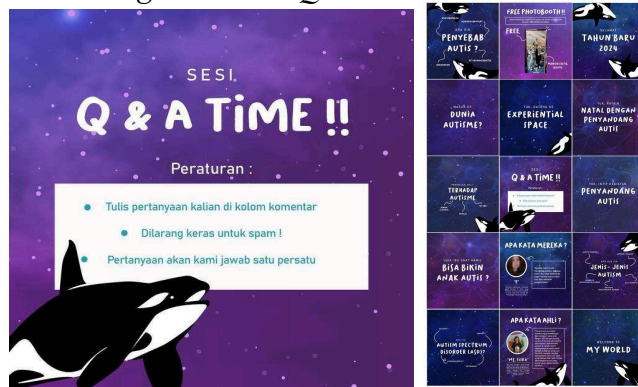
Appeal: Instagram Profile and Introduction Video



In this stage, we will provide for those curious audiences that is willing to know and understand more about our campaign, they could contact us through DMs or commented in our QnA section in our feeds (Figure 14).

Figure 14

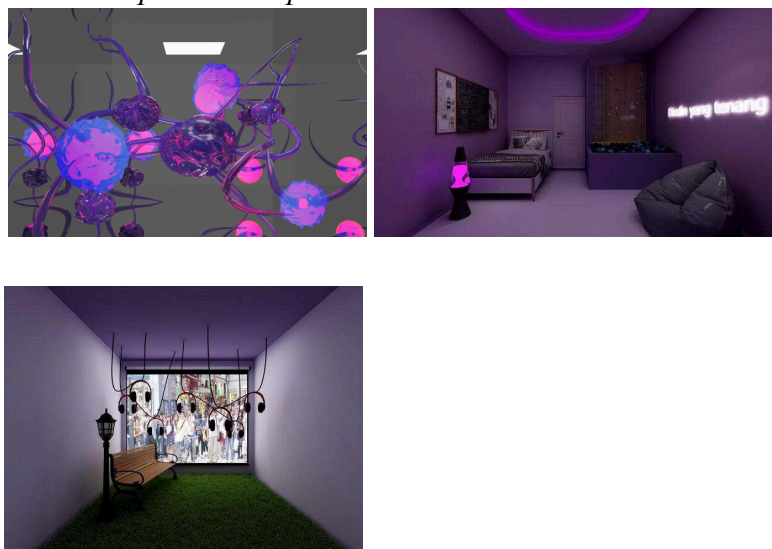
Ask: Instagram Feeds QnA



In this stage, after getting to know about this campaign and education more, they will be led to visit our experiential space or exhibition that is being held. In the experiential space (Figure 15), we will provide education and experience learning for the audiences, they could enter and experience what an autistic people see and listen and enter their world. After the ask stage, audiences will be directed to the next stage, Action, to come to the experiential space that is being held for a specific period.

Figure 15

Action: Experiential Space



Advocate : #BedaDenganCaraKita

For the last stage, Advocate, audiences could share their fun activities and experiences in our exhibition. This Action leads to Advocate, they need to post in their Instagram feeds or story, using our hashtag #BedaDenganCaraKita.

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