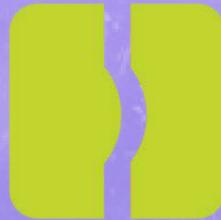


**DESIGNING A SOCIAL CAMPAIGN FOR PREVENTING HUMAN ERROR ACCIDENTS ON MOUNT PENANGGUNGAN FOR BEGINNERS**

Angela Jessica Faron / 21420100029



**SUMMIT BONUS, PULANG HARUS**

**“HOME IS A MUST, SUMMIT’S A BONUS.”**

**BACKGROUND**

Mount Penanggungan (1653 masl) is deceptive; its low altitude masks an extreme 75 degree incline and zero water sources. Consequently, 20–30 year old FoMO hikers often face hypothermia or injury due to minimal logistics and social media obsession. This campaign uses video as its primary media to deliver preventive education, presenting realistic conditions and key information to help hikers better understand the risks and prepare themselves before ascending.

**GOAL OF THE RESEARCH**

To combat human error, the author designs a social campaign prioritizing preparation and safety literacy, ensuring this 'small but deadly' peak is no longer underestimated.



**DESIGN THINKING**

- Emphetize** : Identifying hiking risks by analyzing accident data and expert insights across age, experience, and gender demographics.
- Define** : Targeting the high-risk demographic aged 20–30 allows for the development of precise safety interventions.
- Ideate** : This empathy driven strategic design utilizes expert informed video content on regional risks, logistics, and preparation to foster safety literacy among novice hiker.
- Prototype** : The prototyping phase translates research based solutions into testable visual forms, including videos, apparel, medical kits, lunch boxes, and signage systems.
- Test** : The final phase evaluates prototype success by leveraging social media to measure audience visibility and engagement.

**FINDINGS**

This campaign aims to mitigate accident risks on Mount Penanggungan by educating novice hikers on the vital importance of mental, physical, and gear readiness. It utilizes a trendy digital approach, delivering short educational videos via Instagram and TikTok to foster proactive safety awareness.

