

## **ABSTRAK**

### **DESIGNING INTERACTIVE MEDIA: *AUGMENTED REALITY* “#BERANILAWAN” TO INCREASE AWARENESS TO FIGHT SEXUAL HARASSMENT**

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During COVID-19 pandemic, the rate of sexual harassment in private place increases. In other hand, the rate of Technology-Facilitated Gender-Based Violence (Technology-facilitated GBV) also increases each year. This is a thing that we should concern, considering that there are still a lot of victim who didn't brave enough to seek for help because of 'victim blaming' habit, and there are also a lot of people who still don't know how to help the victims. The use of Augmented Reality as an interactive media can be a way to deliver information about sexual harassment in private place and technology-facilitated GBV. Augmented reality will be applicated in “#BeraniLawan” guide book. This book contains information and guides about sexual harassment in private place and technology-facilitated GBV, all presented in text and illustrations. Audiences can do a scan on the illustrations in the guide book so they can get the whole picture, and even the explicit information about sexual harassment. Augmented reality is optional, so the audiences who have experienced trauma related to sexual harassment can choose not to access the specific AR so it wont trigger their past trauma, but they can still get the information.

**Keywords** : Sexual Harassment, Interactive, Augmented Reality.

## ABSTRAK

### PERANCANGAN MEDIA INTERAKTIF *AUGMENTED REALITY* “#BERANILAWAN” DALAM MENINGKATKAN KESADARAN MELAWAN KEKERASAN SEKSUAL

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Selama masa pandemi COVID-19, tingkat kekerasan seksual di ranah personal meningkat pesat. Selain itu, kasus Kekerasan Berbasis Gender Online (KBGO) juga makin meningkat tiap tahunnya. Peningkatan ini merupakan hal yang perlu diperhatikan, mengingat masih banyak korban kekerasan seksual belum berani meminta bantuan dikarenakan kebiasaan *victim blaming* atau menyalahkan korban, serta masih banyak mereka yang belum mengerti cara menemani korban. Penggunaan media interaktif *Augmented Reality* dapat menjadi cara menyampaikan informasi mengenai kekerasan seksual di ranah personal dan KBGO yang baik. *Augmented Reality* diterapkan dalam buku panduan “#BeraniLawan”. Buku panduan ini berisikan informasi dan panduan seputar kekerasan seksual di ranah personal dan KBGO dalam bentuk teks dan ilustrasi. Audiens dapat melakukan *scan* pada ilustrasi yang terdapat pada buku panduan sehingga dapat melihat gambaran yang lebih jelas dan eksplisit mengenai kekerasan seksual. *Augmented Reality* memiliki sifat opsional, sehingga audiens yang memiliki trauma akan kekerasan seksual dapat memilih untuk tidak mengakses *Augmented Reality* tertentu sehingga tidak memicu trauma mereka datang kembali, namun tetap mendapatkan informasi.

**Kata kunci :** Kekerasan Seksual, Interaktif, *Augmented Reality*.