

THE DESIGN OF A SOCIAL CAMPAIGN OF THIRD CULTURE KIDS USING INSTAGRAM

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Abstract: Many of these families begin having children outside of their home country, and the children that grew up there are known as Third Culture Kids (TCK). They define the "third culture" as a lifestyle that involves temporarily relocating to a multicultural area where they live in various communities. This culture is distinct from the culture their parents were raised in and the environment they spend frequently. This subject was intended to aid the students' integration into this nation, particularly in Bandung. Instagram was chosen because they are simple to obtain and most, if not all, students use this platform. The reason is due to the Indonesian TCKs' brief stay in Indonesia, they have a difficult time assimilating into the culture and way of life of the nation as well as only a few platforms are available to aid and unite them with one another. This research will use qualitative and quantitative data, as well as a matrix approach. This research aims to create a social campaign using Instagram posts that will help in introducing Bandung to the Indonesian TCKs together with building a community of people that are alike.

Keywords: Third Culture Kids, Campaign, social media, Instagram

Abstrak: Banyak dari keluarga ini mulai memiliki anak di luar negara asalnya, dan anak-anak yang dibesarkan di sana dikenal sebagai Third Culture Kids (TCK). Mereka mendefinisikan "budaya ketiga" sebagai gaya hidup yang melibatkan relokasi sementara ke daerah multikultural tempat mereka tinggal di berbagai komunitas. Budaya ini berbeda dengan budaya tempat orang tua mereka dibesarkan dan lingkungan yang sering mereka habiskan. Mata kuliah ini dimaksudkan untuk membantu integrasi mahasiswa ke dalam bangsa ini, khususnya di Bandung. Instagram dipilih karena mudah didapat dan sebagian besar, kalau tidak semuanya, siswa menggunakan platform ini. Peralunya, TCK Indonesia yang tinggal sebentar di Indonesia, sulit berasimilasi dengan budaya dan pandangan hidup bangsa serta hanya sedikit platform yang tersedia untuk membantu dan mempersatukan mereka satu sama lain. Penelitian ini akan menggunakan data kualitatif dan kuantitatif, serta pendekatan matriks. Penelitian ini bertujuan untuk membuat kampanye sosial menggunakan postingan Instagram yang akan membantu memperkenalkan Bandung kepada TCK Indonesia sekaligus membangun komunitas orang-orang yang mirip.

Kata Kunci: Third Culture Kids, kampanye, media sosial, Instagram

INTRODUCTION

The development of technology has made it easier for people to travel out of their own country in search of a better standard of living. This causes an increase in international migrant workers- mostly from developing countries to developed countries. Based on the data by *Portal Peduli WNI*, there are as many as 3,011,202 Indonesians who lives outside of Indonesia in 2019 alone. And because of that, there are many Indonesian children born outside of their home country; these children are what we call “Third Culture Kids” (TCK).

Third Culture Kids was first started by Useem in the 1950. They are children raised in a culture other than their parents or the culture of their country of nationality and spend a significant portion of their childhood in a different environment. They typically are exposed to a greater volume and variety of cultural influences than those who grow up in one particular cultural setting. Since "kid" alludes to a person's formative or developing years, the term can refer to both adults and children. However, beneath all those characteristics, many suffer from “fitting in” to their host country and home country. One example is from a book by (Eakin, 1998), where she interviewed a couple of American Third Culture Kids who had to come back to the United States from their host countries, and one of the teenagers said, *“I felt more out of place in America than I had in any of the countries lived in overseas.”* Building a sense of connection to one’s roots is important for a third culture kid. They usually have annual visits to their home country as a holiday or to visit their families. And even so, the language and culture barrier still exist between them and their surroundings.

Instagram is a platform where they feel they are more informed and personal to them, so they appreciate the majority of their hours on this social media (Dretsch, 2022). One Gen Z clarified that Instagram shows only a small

portion of your life. Though with the ability to share ten images simultaneously, it is becoming once again more informal. It is typically more formal. Up to this point, Instagram used to be the primary platform for identity and personality. But since TCK visit Indonesia only during the holidays, it is not enough time to digest the cultures and traditions of their home country. So, when they settle for university, they have difficulty blending in with the community and the way of life.

RESEARCH METHOD

The research methods used is qualitative data collected through interviews and quantitative data collection collected through digital surveys that can be spread around easily. Questionnaire is an effective way of research method because data can be obtained faster in a short period of time (Soewardikoen, 2019). And interviews with respondents allow the researcher to understand deeply and personally about the matter of the field (Bingham & Moore, 1959). During the analysis process, the author uses matrix analysis in order to determine the design of the Instagram posts. According to Soewardikoen, 2019), data is collected in the form of a matrix diagram as part of the matrix analysis technique, which aims to uncover common identifiers that distinguish and make sense of vast quantities of complex data. Matrix analysis. A table is typically used in matrix analysis to compare and detect similarities and differences in data and draw conclusions from it.

This research incorporates campaign theory; however it focuses on social campaigns. Social campaigns encourage the audience to get involved or alter their behaviour rather than promoting things or candidates. A social campaign is a communication strategy used to spread crucial messages that society requires (Venus, 2004).

In addition to campaign theory, Third Culture Kids is also used as a theory to obtain a better understanding of the targeted audiences. The phrase "third culture" then represents a way of life that is neither like the lives of those who live in the local community nor like the lives of those who live in the original culture but is instead a way of life with any common experiences shared by others living in a similar manner (Pollock et al., 2017).

Instagram and the mascot theory have been used to interact and communicate with the target audience. Instagram is a well-known social media all around the world. In Indonesia, 38.3% of Instagram users were between the ages of 18 and 24, according to data from NapoleonCat as of August 2022. Around 103.95 million people in Indonesia used Instagram as of this date, with 51.7% of them being women and 48.3% being men (Nurhayati-Wolff, 2022). Instagram is a tool for users to share their work with their networks, which means that users have a distinctive behaviour where they are ready to share their lifestyle and would prefer to see posts that are within their interests (Anbalagan, 2019). Mascots are brand symbols that take on the characteristics of humans or other living things and create brand awareness through colourful imagery (Swasty, 2016).

Additionally, the visual communication design theory is also incorporated to determine the kind of design that will be used in the research. Visual Communication Design is a field that explores how to effectively communicate thoughts and messages across different media by manipulating graphic components such shapes, images, writing, colour, composition, and layout (Kusrianto, 2007). Understanding design concepts as well as the psychology of colour and perception is necessary when creating a visual communication design (Noah, 2022).

CONCEPT AND DESIGN RESULT

A. Message Concept

The message for this research is to foster a sense of community among users themselves and make one another feel “seen” in order for them to not feel alone. Furthermore, it intends to raise awareness of Third Culture Kids and their difficulties adjusting to Indonesian culture.

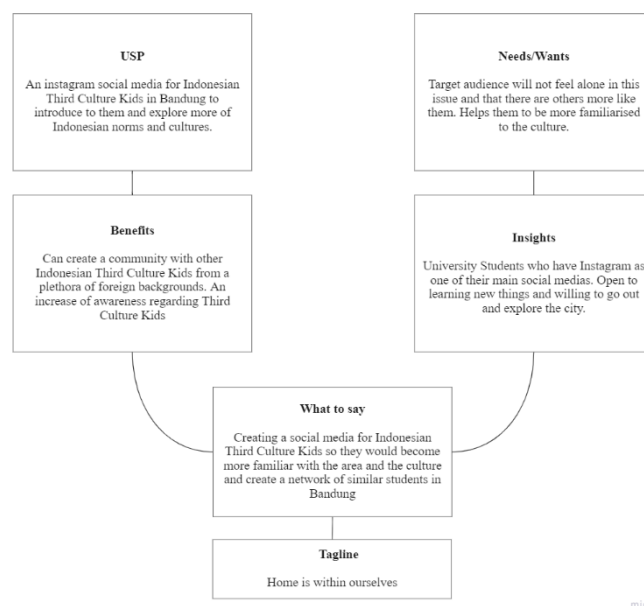


Figure 1. What to say
Nadhiva, 2022

The tagline was made based on from all the message and what to say, and came up with “*Home is within ourselves*”. Indonesian Third Culture Kid came from varied origins and lived in many locations throughout the world. It is based on the lack of a sense of belonging in both their native culture and their host culture. But they can find that sense of belonging within themselves or with someone going through the same feelings as them.

B. Creative Concept

Students between the ages of 17 and 25 years old can learn more about Bandung and the culture through this Instagram concept. The Instagram feed will reportedly include postings with places around Bandung, what they can do, foods to try around that area. And users are encouraged to share their videos or pictures in the area they are visiting. Additionally, Instagram story will be included to let users to interact with the account through polls, questioning, promoting new posts, quizzes, and other activities. The Instagram page would be designed with materials from scrapbooks, such tapes, polaroid photos, and cloths. The background would resemble a piece of crumpled paper, elevating the scrapbook appearance. The name of the Instagram page would be called @tick.id. "tick" stands for Third (Indonesian) Culture Kids and "id" stands for Indonesia.

C. Feed Plan

Table 1. Feed Plan

	Month 1	Month 2	Month 3
Week 1	Shows that TICK is coming to Bandung and explains how they are now going to introduce places in Bandung.	In this week, we will introduce to parks. Take a stroll in and around Kiara Artha Park. The park is very neat and beautiful. There are many things to do there such as watching the water fountains, rent a bike, visit <i>Kampung Korea</i> (Korean Town), riding the train and there would usually be festivals held in the park.	Introduction to traditional Sundanese games and will show only some games that will be played in the event. At the same week, to commemorate World Food Day, TICK will introduce its users to the different types of <i>Aci</i> .

Week 2	<p>This post users will be introduced to Ical, TICK's mascot. Ical will walk through about the challenge based on the hashtag #TickIt where every week there will be a post about places to go in Bandung. And users will be encouraged to post a video or picture based on the places that is posted on that week. The best ones will be given a prize.</p>	<p>Visit the Cibadak street food in the evening and enjoy a plethora of local cuisine to try from. Or try their famous <i>Bola Ubi</i> (sweet potato balls).</p>	<p>A teaser of the event will be posted in this week. Announcement of the winner of the hashtag #TickIt Speaker line-up. And announcing the special performance. Registration of the games that will be held in the event.</p>
Week 3	<p>In this week, TICK will be introducing Gedung Sate to the user. We will show a brief history about Gedung Sate, as well as the Gedung Sate museum to learn more about the building. On the same post TICK will also introduce the famous Sate Jando near Gedung Sate.</p>	<p>In this week, we will talk about <i>Pasar Cikapundung</i>. If the user likes antiques, art and vintage collections, this place is a must visit!</p>	<p>Days countdown before the D-Day. And the D-Day post.</p>
Week 4	<p>This week will be discussing about going around Alun-Alun and Asia Afrika. Together with riding Bandung tour on bus to get to know the areas and history of Bandung.</p>	<p>Visit Bandung Zoological Garden to see variety of different animals in the zoo.</p>	

	They should try and take pictures with the cosplayers (Don't forget to tip them!)		
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Source: Nadhiva, 2022

D. Media Concept

The main media of this design will be used in one of the most popular social media called Instagram. Most of the main product for Indonesian Third Culture Kids would be displayed in Instagram. Social media is the primary medium chosen since it is frequently used by students between the ages of 17 and 25 and because a large portion of the target audience spends most of their time online.

As for the supporting media, the author has used the AISAS method as a way to spread awareness to larger audience.

1. Attention: Posters will be used to grab the attention of potential student users. It will be placed in International Class Offices in University campuses or in the hallways.
2. Interest: To create an interest to potential users. Prizes will be mentioned in the posters.
3. Search: There will be a barcode provided in the poster for them to scan that will redirect the users to the Instagram page.
4. Action: In Instagram, the user can react to Instagram story that allows them to share their thoughts in the story feature "Questions" or posting their picture in the feature "Add yours". And working towards the #TickIt challenge.
5. Share: Other than an Instagram page, tick.id also includes merchandise such as stickers and pins.

E. Visual Concept

The layout of the posts would be asymmetric. The reason for choosing this layout principle is because it gives off a dynamic, flexible, and interesting.

Red, white, yellow and black are the colours that were utilized to create the design. The design's primary colours are red and white, which came from the Indonesian flag and to represent Indonesia, with an addition of yellow and black. Yellow is used to add vibrance in the design, as well as representing happiness, cheerfulness and fun. The black colour is used in fonts and writings.



Figure 2. Colour
Source: Nadhiva, 2022

"Montserrat" and "Limelight" are the two forms of typography that were utilized in this design. Both are sans-serif fonts, which make them both simple to read and friendly-looking. "Limelight" is typically utilized in bold letters and phrasing. The reason this font was used is because it has an art-deco style which depicts most of Bandung's unique architectures. As the typeface that delivers information and the main font, "Montserrat" is mainly utilized when creating smaller wordings. It also has a slim and elegant appearance for ease of reading. It has a minimalistic style and clean style which will be mainly used to convey information for ease of read.



Figure 3 Montserrat Font
Source: fontsquirrel.com



Figure 4 Limelight Font
Source: dafontfree.io

F. Design Concept

The logo is supposed to resemble a tick or a checkmark due to the resemblance of the Instagram name itself. The tick is shaped like the body of an airplane with added airplane features such as the wings. The yellow circle behind the tick airplane represents the sun. The reason for the airplane shaped tick is to represent that TCKs travel frequently.



Figure 5 Logo
Source: Nadhiva, 2022

Tick.id's mascot is called Ijang. This mascot is a shape of a plane and it is designed to promote the Tick's brand. Ijang's name come from another form of the name *Ujang* which, in Sundanese, means "boy". Ijang is seen wearing a men's traditional Sundanese clothing. His headwear is called an *Iket*, and the skirt-like garment is called a *Sarung*, designed in a *batik* pattern. The letter "I" in brackets in his belly is represented by the extra letter "I" in the already-made acronym TCK. Much like the logo, Ijang is shaped like an airplane to represent the Third Culture Kids as they are known for frequently travelling.



Figure 6 Mascot
Source: Nadhiva, 2022

Instagram postings serve as the primary design and serve as a means of informing users. Additionally, it serves as the Instagram page's visual identity. The posts feature facts about Bandung that can be useful to users, weekly updates on places to go for the next challenge. And information about the event.

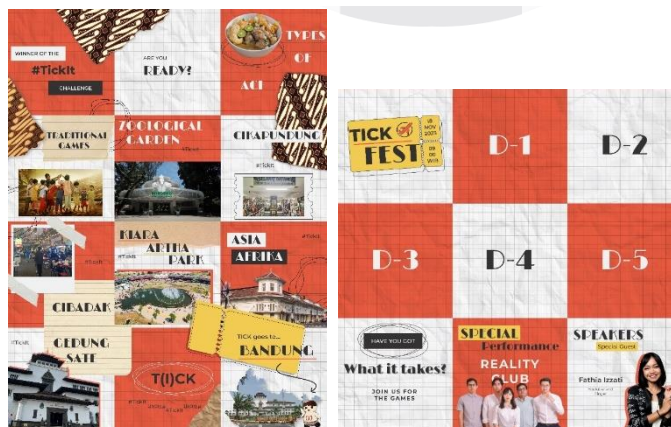


Figure 7 Instagram posts
Source: Nadhiva, 2022

This is a post template and a story template that can be used by users after they have completed the #TickIt challenge, that is by going to the challenged location.



Figure 8 Story and Post template
Source: Nadhiva, 2022

G. Supporting media

a. Poster and Booths

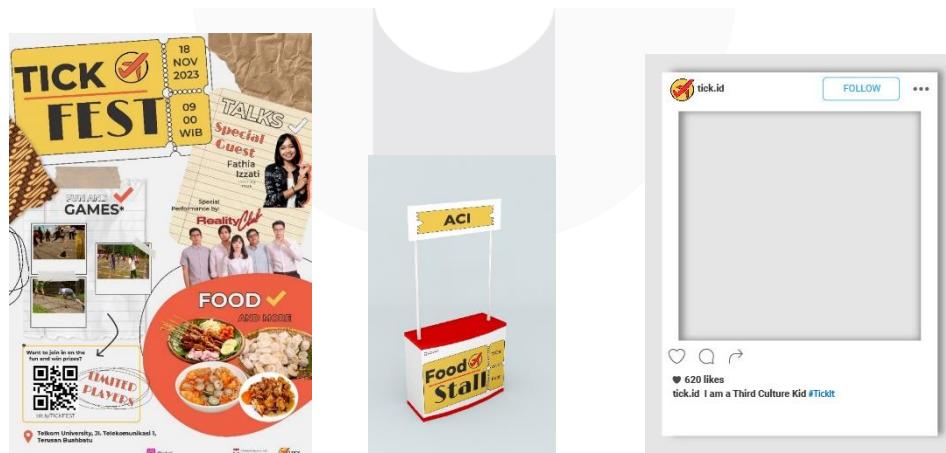


Figure 9 Poster, Food stall booth, Instagram selfie booth

Source: Nadhiva, 2022

b. Merchandise

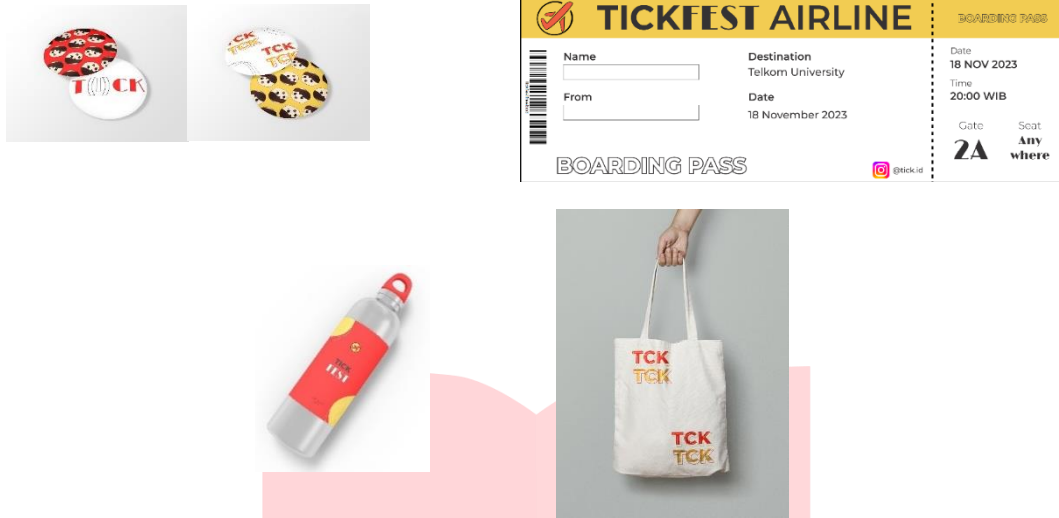


Figure 10 Pins, Ticket, Bottle, Tote bag
Source: Nadhiva, 2022

CONCLUSION

According to the data research that has been done on this design, the target audience need relevant and appropriate media and graphics. By selecting the appropriate media, a campaign can engage an audience and encourage participation. Social media is often the platform of choice for many media campaigns today in order to maximize their reach and spread their information wider. Therefore, Instagram as a social media was a good fit to use based on this social campaign where it helps Indonesian Third Culture Kids learn more about Bandung's surroundings and culture together, along with creating a community between other Indonesian Third Culture Kids from different backgrounds. Particularly because Instagram is frequently used worldwide. With the help of this media, it is intended that younger and older Indonesian Third Culture Kids who are beginning to settle in Bandung as well as Indonesia will be able to connect together. Future studies can consider the possibility that this campaign could be expanded to many areas beyond

Bandung, to connect more Indonesian Third Culture Kids and share their experiences across different parts of Indonesia. If any other researchers choose to pursue this subject in the future, it is hoped that they will be more effective at conducting the study. Furthermore, it is intended that the Instagram account would engage its audience more and go beyond just introducing locations.

STATEMENT OF AWARDS

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