

Design of Visual Identity for the Education Campaign “SiSko-Siaga Skolio” as a Scoliosis Prevention

Birgita Cornelia Sumarga Putri^{1)*}, Aditya Rahman Yani²⁾, Aris Sutejo³⁾

^{1,2,3)} Visual Communication Design, Architecture and Design, Universitas Pembangunan Nasional Veteran, Indonesia

*Corresponding Author

Email : shofinurhayati220302@gmail.com

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ABSTRACT

Scoliosis is a spinal disorder characterized by a lateral curvature exceeding 10 degrees and is prevalent among adolescents during growth. Observations and questionnaires indicate that teenagers aged 13–15 continue to engage in habits that pose a risk for scoliosis, such as slouching while seated, utilizing devices with poor posture, and carrying heavy bags on one shoulder. This study seeks to design the educational campaign “SiSko – Scoliosis Alert” as a visual communication tool to raise awareness among Surabaya teenagers regarding the significance of maintaining good posture as a preventive measure against scoliosis. The research methodology employed a qualitative approach through interviews, Focus Group Discussions (FGDs), observations, and questionnaires with teenagers aged 13–15 in Surabaya. The analysis revealed that the majority of teenagers possess an understanding of scoliosis, yet they continue to disregard good posture habits due to comfort and a lack of long-term awareness. Based on these findings, the keyword “Caution That Saves” was formulated as the foundation for developing the verbal and visual concept of the campaign. The campaign design “SiSko – Scoliosis Alert” was realized through visual media such as Instagram feeds, Instagram Stories, posters, and leaflets, employing persuasive and emotional approaches tailored to teenagers’ characteristics.

KEYWORDS

Visual Identity,
Educational, Campaign,
Scoliosis, Sisko-Siaga
Skolio

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INTRODUCTION

Scoliosis is a change in the shape of the spine where it curves to the side more than 10 degrees and is accompanied by rotation of the vertebrae (Ramadhani & Romadhoni, 2022). This condition causes the spine to form a pattern resembling the letter “C” or “S.” Scoliosis is divided into two types: non-idiopathic and idiopathic. Non-idiopathic scoliosis can be caused by congenital factors, neuromuscular issues, mesenchymal abnormalities, trauma, or infection, while idiopathic scoliosis is the type whose cause is still not clearly known (Syarifah et al., 2025). Idiopathic scoliosis is diagnosed when someone has gone through tests for non-idiopathic scoliosis but no cause is found (Angelita, 2025).

Scoliosis is often found in kids aged 10 and above and is classified as Adolescent Idiopathic Scoliosis (AIS) (Chen et al., 2025). Wang et al. (2024) It mentions that about 90% of scoliosis cases fall into the AIS category. This condition occurs in teenagers aged 10–18, with a higher prevalence in girls compared to boys (Angelita, 2025). This is influenced by estrogen hormones during puberty, which affect spinal growth and connective tissue flexibility, so it can potentially cause abnormal spinal growth (Syarifah et al., 2025). Besides biological factors, bad posture habits are also a risk factor for AIS. Slouching while sitting, leaning too much, and carrying a heavy bag can increase the risk of scoliosis in teenagers (Cahyaningrum et al., 2025 ; Wahyuddin et al., 2021).

Various previous studies have discussed scoliosis in teenagers. Research by [Wahyuddin et al. \(2021\)](#) highlighting the relationship between carrying heavy bags and the risk of scoliosis in school children. Research by [Cahyaningrum et al. \(2025\)](#) discussing the impact of non-ergonomic sitting positions on posture problems in teenagers. Next, [Syarifah et al. \(2025\)](#) studying the biological and hormonal factors that affect AIS during puberty. Research by [Hao & Wang \(2025\)](#) more focused on the prevalence of AIS in teenagers globally, while the research by [Yu et al. \(2024\)](#) emphasizing the importance of visual identity in shaping the audience's perception of a campaign message. In addition, [Ilmullah \(2024\)](#) explaining that a visually structured identity can boost the audience's awareness of the issues being presented.

Even though various studies have discussed scoliosis risk factors and the importance of visual communication, research that combines preventive scoliosis education with a visual campaign approach specifically for teenagers aged 13–15 in Surabaya is still limited. Most previous studies have focused more on medical aspects, causes, and risky behaviors for scoliosis, while studies on designing educational campaigns based on visual identity tailored to teenagers' characteristics are still few ([Justin et al., 2023](#)). This research has novelty in designing an educational campaign for scoliosis prevention based on visual identity, specifically created for teenagers in Surabaya aged 13–15 as an effort to raise awareness about maintaining body posture preventively.

Based on the results of a Focus Group Discussion (FGD) conducted with six teenagers aged 13–15 in Surabaya, it was found that teenagers actually understand scoliosis, but most of them still prioritize comfort over maintaining good posture, like sitting in non-ergonomic ways and carrying heavy bags. In fact, sitting in a non-ergonomic position can cause muscle tension in the back and neck, which affects posture and increases the risk of scoliosis ([Cahyaningrum et al., 2025](#)). There's a need for an education campaign that can grab teenagers' attention while also encouraging them to change their habits in keeping good posture.

A social campaign is a communication activity aimed at delivering messages about social issues to the public in order to raise audience awareness ([Baskarani, 2021](#)). In this study, the type of campaign used is Ideologically or Cause Oriented Campaigns, which are campaigns that focus on changing people's behavior toward a social issue ([Pangestu, 2019](#)). The "SiSko–Siaga Skolio" campaign is designed as an educational campaign to prevent scoliosis for teenagers in Surabaya aged 13–15, encouraging them to maintain good posture while sitting, sleeping, and during daily activities.

Designing this campaign requires a visual identity as an effective communication tool. Visual identity includes elements like shapes, colors, and typography that play a role in shaping the audience's perception of the message being delivered ([Yu et al., 2024](#); [Tarumanagara & Barat, 2023](#)). Besides that, properly designed visual elements can help the audience understand the campaign message more easily and appealingly ([Sutejo, 2025](#)). The design of a scoliosis prevention education campaign for teenagers aged 13–15 in Surabaya is expected to effectively communicate the message, raise teens' awareness about the importance of maintaining good posture, and encourage preventive behavior against scoliosis.

Based on these issues, this study focuses on the problem of how to design an effective scoliosis prevention education campaign that matches the characteristics of teenagers aged 13–15 in Surabaya through a visual communication design approach. This study aims to design the visual identity and campaign media for "SiSko – Siaga Skolio" that can raise teenagers' awareness of the importance of maintaining good posture as a preventive measure against scoliosis. The contribution of this study in the field of Visual Communication Design (DKV) lies in developing an educational campaign based on a visual identity specifically designed with a teen-oriented visual approach, making the health messages more communicative, engaging, and easy to understand for the target audience.

METHOD

The research method used is the Design Thinking method. In the design thinking method, there are 5 stages, namely Empathize, Define, Ideate, Prototype, dan Test ([Malik et al., 2025](#)). With the design thinking method, problems are solved by focusing on user empathy and a process of gradually and innovatively generating solutions ([Lake et al., 2021](#)). The Empathize stage is done through interviews, focus group discussions (FGDs), questionnaires, and observations ([Dhea et al., 2025](#)). The

Define stage is done by analyzing the data that has been collected from the empathize stage to form a data synthesis. The Ideate stage involves a brainstorming process to come up with a campaign concept. The Prototype stage is the creation of campaign media that has been formulated from the Ideate stage (Emriadi et al., 2025). The testing stage is carried out by conducting trials on a portion of the audience.

RESULT AND DISCUSSION

1. Emphatize and Define

Based on data collected through interviews, Focus Group Discussions (FGDs), questionnaires, and observations, adolescents aged 13–15 years in Surabaya generally demonstrate a basic understanding of scoliosis, particularly as a condition involving spinal abnormalities. However, this knowledge has not consistently translated into preventive behaviors in their daily lives. Many participants continue to engage in habits associated with an increased risk of scoliosis, including prolonged slouched sitting, extended gadget use in non-ergonomic positions, carrying heavy backpacks, and using single-strap bags on one shoulder (Intani et al., 2025).

The findings further indicate that perceived comfort is the primary factor influencing these behaviors. Adolescents tend to prioritize comfortable sitting or resting positions during studying and gadget use, even when they are aware that such habits may negatively affect spinal posture (Peren et al., 2024). In addition, reminders or verbal guidance regarding proper posture were found to produce only temporary behavioral changes, suggesting that information-based educational approaches alone are insufficient to foster sustained postural awareness and long-term healthy habits among adolescents (Bhadsorawala et al., 2017).

2. Ideate

a. Formulating a Campaign Concept “SiSko – Siaga Skolio”

Based on the analysis of teenagers' behavior and understanding of scoliosis risks, the educational campaign concept “SiSko – Siaga Skolio” was developed as a visual communication medium aimed at raising awareness among teens about maintaining good posture. This campaign focuses on a persuasive and emotional approach that is close to teens' daily activities, so the campaign messages can be more easily received and applied (Safinka & Utomo, 2025).

The main concept used in designing this campaign is the keyword 'Caution That Saves.' This keyword means that small habits in daily life need to be paid attention to early on because they can impact body posture health in the future. This concept also emphasizes the importance of teenagers being more aware of their body position when sitting, carrying bags, using gadgets, or doing other activities as a form of preventive action against scoliosis.

The keyword then became the foundation for developing the campaign's verbal and visual concepts. Verbally, the campaign message uses light, communicative language that's close to the way teenagers talk, making it easier to understand. Meanwhile, visually, the campaign is designed with an appealing approach that's relevant to the characteristics of 13–15-year-olds, aiming to capture attention, build emotional connection, and gradually encourage behavior change.

b. Verbal Concept

Based on the results of the keyword formulation, the name of this educational campaign was created, which is “SiSko – Siaga Skolio”. The campaign name reflects alertness in line with the design keywords. The tagline for this campaign is “Peduli Postur Tubuhmu”, which means reminding teenagers that a position they consider comfortable is not necessarily good for their posture, which in the end can risk scoliosis. There are also hashtags used to support Instagram distribution, namely #siskosiagaskolio #ayodeteksidiniskoliosis #cegahskoliosis #gayahidupremaja #posturcek. The language style used for this design is casual Indonesian, using contemporary slang that is close to teenagers (Darmo et al., 2024).

c. Visual Concept

The visual style that will be used in this campaign's Instagram feed design uses digital imaging, which combines illustrations with photos (Justin et al., 2022). That visual style also refers to the

keyword previously formulated, which is 'caution that saves,' so it will give a sense of alertness by using that digital imaging technique.

The colors for this campaign feed design will use colors that reflect the previously established keywords. From these keywords, an emotional approach will be used to give a sense of alertness, anxiety, fear, awareness, and caution. Dark blue brings an atmosphere that leans toward negative emotions, and purple gives a feeling of fear (Jonaskaite & Mohr, 2025). The color yellow has an effect on awareness (Kasim et al., 2021) and orange gives an impression of caution and alertness (Hao & Wang, 2025).



Figure 1. Color Palette

The typography used for this Instagram campaign feed design uses a sans serif font that is easy to read and clear, with Momo Trust Display Regular for the headlines and Poppins for the subheadlines and body text.

Momo Trust Display Regular
Poppins

Figure 2. Typography

3. Prototype

a. Campaign Visual Identity

The visual identity of the campaign was developed to establish a consistent and recognizable representation of the scoliosis awareness program. The campaign logo, SiSko – Siaga Skolio, incorporates the letter “i” as a stylized spinal column with a curved shape representing scoliosis. The logotype uses the Momo Trust Display Regular typeface, while the dominant orange and yellow color palette symbolizes alertness, optimism, and health awareness (Maulidiyana, 2025). The consistent application of visual elements—including typography, color palette, illustrations, and iconography—creates a cohesive campaign identity that strengthens message recognition across all communication media.



Figure 3. Campaign Logo

b. Digital Media Design

Digital media were selected as the primary communication platform because they are highly accessible and frequently used by adolescents aged 13–15 years. The campaign was implemented through Instagram feeds and Instagram Stories to deliver educational content while encouraging audience interaction. Overall, the media were designed to be visually attractive, informative, and communicative, enabling health messages to be conveyed effectively. Consistent visual implementation across digital platforms has been shown to enhance audience engagement and improve message recognition (Lemuela & Chandra, 2023; Hadiid et al., 2026).

The Instagram feed presents educational content covering the definition of scoliosis, risk factors, health impacts, and preventive behaviors. The design combines yellow, purple, and orange with spine illustrations, photographs of adolescents, and bold typography to create an appealing

visual identity while improving message readability. The persuasive and informative presentation is intended to encourage adolescents to adopt healthier postural habits.



Figure 4. Instagram Feed Design

The Instagram Story serves as an interactive extension of the campaign by incorporating quizzes and bingo-style games that encourage adolescents to identify risky daily habits and assess their knowledge of scoliosis. Bright colors, dynamic typography, and simple graphic elements were selected to match the characteristics and preferences of the target audience while increasing engagement and awareness.



Figure 5. Instagram Story Design

c. Printed Educational and Promotional Media

To complement digital communication, the campaign also developed printed educational and promotional media consisting of posters, leaflets, and merchandise stickers. These media reinforce campaign messages in schools and other public settings while providing continuous visual reminders for healthy posture practices. The poster emphasizes the health risks associated with carrying excessive loads using a visual illustration of a student with a heavy backpack and a highlighted spinal column. The persuasive visual approach encourages adolescents to adopt safer backpack habits as a preventive measure against scoliosis (Halim et al., 2025).



Figure 6. Poster Design

The leaflet functions as an educational guide containing concise information about scoliosis, including its definition, causes, symptoms, and preventive measures. A QR code is incorporated to facilitate access to additional campaign information, while the simple layout enhances readability for adolescent audiences.



Figure 7. Front and Back Leaflet Design

Finally, merchandise stickers were designed as supporting promotional media featuring simple illustrations and persuasive slogans such as “Alert for Scoliosis,” “Let’s Sit Up Straight!” and “Team Carrying a 2-Strap Bag.” These stickers serve as everyday visual reminders that reinforce healthy posture behaviors and increase campaign visibility among students.



Figure 8. Sticker Design

d. Test

Testing was done by holding an FGD with several target audiences, namely middle school students, regarding the design results of the SiSko campaign. The testing results showed that the messages conveyed in the SiSko – Siaga Skolio campaign could be understood and accepted well, starting from the readability of the campaign logo to other content and design that had been implemented.

CONCLUSION

Based on the research and design results that have been carried out, it can be concluded that teenagers aged 13–15 in Surabaya already have basic knowledge about scoliosis, but still show low awareness in maintaining good posture during daily activities. Habits like slouching while sitting, using gadgets in non-ergonomic positions, and carrying heavy bags on one shoulder are still common because they are considered more comfortable. This situation shows that educational media is needed that is not only informative but also able to create an emotional connection and encourage behavior change in teenagers.

Through analysis of data from interviews, observations, FGDs, and questionnaires, the keyword “Caution That Saves” was formulated as the basis for the educational campaign concept “SiSko – Siaga Skolio”. This concept emphasizes the importance of being aware of small daily habits that can affect spinal health. The campaign design is realized through various visual media such as Instagram feeds, Instagram Stories, posters, and leaflets, using visuals that are engaging, communicative, and suitable for teenagers aged 13–15.

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