

Politics Made Simple!’ Social Campaign as a Basic Political Literacy Medium for Gen Z

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ABSTRACT

The low political participation among first-time voters and the strong reliance of Generation Z on social media highlight the need for accessible political education. This study aims to design a social campaign titled “*Politik Gak Ribet!*” as a basic political literacy medium for Gen Z. The campaign integrates motion graphics as the primary medium with interactive zines as a supporting medium, utilizing a design thinking approach to ensure engaging and meaningful communication. A qualitative research method was used, combining the Design Thinking framework with user testing involving 58 respondents during an exhibition-based evaluation.

The campaign addresses four key topics: the importance of collective goals through discussion, fundamental knowledge of the electoral system, the impact of social media on political opinion, and the issue of political apathy. Visual elements include folk-art-style children’s illustrations, fable-based metaphors, and simple interactive games such as crosswords to foster emotional and cognitive engagement. The results of this design project indicate the potential of visually driven and interactive media to serve as alternative educational tools that resonate with young audiences. The campaign is expected to promote critical awareness and encourage active civic engagement among Gen Z in Indonesia’s political sphere.

Keywords: Political Literacy, Gen Z, Social Campaign, Motion Graphic, Interactive Zine

Article history

Received:

10 July 2025

Revised:

20 November 2025

Accepted:

20 November 2025

Published:

30 November 2025

Citation (IEEE Style): R.A. Hamzah, N.P. Rachmadani, A. Jamil, “Politics Made Simple!’ Social Campaign as a Basic Political Literacy Medium for Gen Z”, *MERAKI: Journal of Creative Industries*, vol. 03, no. 01, pp. 26-33, November 2025..

INTRODUCTION (1 – 1.5 pages)

According to Statistics Indonesia (BPS), Generation Z, those born between 1997 and 2012, accounts for 27.94% of Indonesia’s population, making them one of the most dominant demographic groups [1]. This generation is highly familiar with technology, creative, open to differences, and expressive in their daily lives. Their dependence on the internet and social media has made these platforms their primary source of information, entertainment, social interaction, and even political engagement.

In the context of the 2024 general election, social media played a significant role in how Gen Z accessed political content, including candidate campaigns, political debates, and election-

related information [2]. However, studies show that many Gen Z voters tend to rely on emotionally charged content, idolization of figures, or endorsements from influencers rather than rational, fact-based decision-making [3]. The political discourse among youth on platforms like Instagram, TikTok, and YouTube often reflects a mix of awareness and misinformation. This phenomenon has created new challenges: susceptibility to political hoaxes, polarization, and passive or performative participation in democratic processes.

Several studies have discussed the relationship between media literacy and political awareness [4]. Unfortunately, many of them do not offer accessible and context-specific educational media tailored to the Gen Z audience, especially those residing in non-metropolitan areas. Moreover, most political education is still presented in formal and rigid formats, which do not align with the information habits of the younger generation. According to Heryanto [5], political literacy should begin with understanding the need for political information, developing strategies to search for it, communicating findings, and evaluating political processes.

In response to these issues, this study presents the design of a social campaign titled “Politik Gak Ribet!” as an effort to promote political literacy among Gen Z through interactive and relatable educational content. The campaign integrates motion graphics and printed zines, combining fable storytelling, folk-art-style visuals, and everyday analogies, such as teamwork, online scams, and collective responsibility. The content is further enhanced with augmented reality to create immersive and reflective engagement.

Various studies have shown the importance of political literacy for youth [4][5]; unfortunately, they do not translate theoretical frameworks into emotionally resonant and interactive media suited for Gen Z. The present study provides an innovative solution by transforming basic political concepts into accessible narratives using visual communication strategies. As such, it helps close the gap between civic education and the digital lifestyle of Gen Z.

The main objective of this paper is to design and develop a social campaign that fosters foundational political awareness among Gen Z through an emotionally engaging and interactive medium. Even though many researchers have addressed youth political literacy, very few have developed media that match Gen Z’s consumption patterns and learning preferences. This study intends to fill that gap by offering a visual-narrative-based campaign that aligns with Gen Z’s characteristics and digital behavior.

METHOD

This project adopted a design thinking approach, emphasizing human-centered problem-solving through five key stages: Empathize, Define, Ideate, Prototype, and Test. Each phase was conducted sequentially to ensure the output is not only aesthetically appealing, but also functional, communicative, and educational for the Gen Z audience.

Empathize

The study began with data collection and observation regarding the low level of political literacy among Gen Z. The designer gathered references from books such as *Animal Farm*, *Mice Comics*, and other relevant readings; educational media channels like *Kok Bisa?* and *TED-Ed*; as well as political data from the General Election Commission (KPU), CEVR, and news outlets. A mind map was developed to identify the core needs, narrative direction, and preferences of Gen Z.

Define

Collected information was analyzed to formulate a core problem: the complexity of political content for Gen Z. The study translated key political themes into accessible stories, resulting in four narrative segments focusing on: collective decision-making, elections, misinformation, and civic rights and duties.

Ideate

This phase involved visual and narrative exploration. The designer adopted fable-based storytelling using anthropomorphic animal characters inspired by Indonesian fauna. A folk art children illustration style was chosen to deliver a light yet educational tone. Four interconnected narrative segments were drafted.

Prototype

The designer visualized the narratives through character sketches, storyboards, and media drafts. Motion graphics were chosen as the primary medium for their visual and auditory impact, while a supporting interactive zine was developed to allow deeper reflection and engagement. The zine included crosswords (created using *Eclipse Crossworder*), prompts, and participatory content. Visual assets were created in *Procreate*, animated in *Adobe After Effects*, and composited with audio and subtitles using *CapCut Pro*. The zine layout was constructed with a modular grid system using *Adobe Illustrator*.

Test

The interactive zine was printed as a dummy version and integrated with augmented reality via *Adobe Aero*. Usability testing was conducted during the final exhibition at ISBI Aceh, involving students and faculty members. Feedback focused on narrative clarity, visual appeal, conceptual execution, and interactivity, which informed further refinement of the campaign.

RESULTS AND DISCUSSION

The main objective of this study was to design and evaluate an accessible, engaging political literacy campaign tailored to the characteristics of Generation Z. The findings from both the design process and testing phase affirm the effectiveness of integrating motion graphics and interactive zines for this purpose.

The narrative-based approach, using anthropomorphic animal characters and folk-art-style illustrations, successfully translated complex political topics into accessible visual stories. The campaign was structured into four core segments—compromise, elections, misinformation, and civic duties—all of which were delivered in a light yet meaningful tone. This outcome aligns with

Heryanto's model of political literacy development [5], which emphasizes the need for motivation, simplified delivery, and emotional resonance.

A participatory evaluation was conducted during a final exhibition, where the campaign media were tested directly on members of the target audience—Gen Z students at ISBI Aceh. The purpose was to gather qualitative insights through interactive observation and a colored sticker evaluation system, enabling respondents to rate four main aspects: narrative, visual appeal, conceptual design, and interactivity.

Motion Graphic

The primary medium was evaluated by screening all four segments of the animation. The preview format allowed respondents to provide real-time feedback on storyline coherence, visual language, and delivery style. The audiovisual format succeeded in capturing attention and conveying symbolic political messages in a concise, relatable way.

Zine

The supporting printed zine was assessed for its narrative flow, visual layout, and overall usability. Respondents found the tactile nature of the medium helpful in retaining information and engaging with the content reflectively.

Interactive Crossword Puzzle (TTS)

The crossword activity, embedded in the zine, was tested directly by inviting visitors to complete each segment. This helped measure how well readers understood the basic political terms introduced through the stories.

Augmented Reality (AR)

AR integration was tested using mobile devices with Adobe Aero, which triggered motion overlays from printed marker images. The technical functionality was successful, and the use of AR added an innovative experiential layer to the campaign.

Sticker-Based Evaluation Results

A total of 58 respondents participated in the sticker evaluation. The results are summarized in table:

Table 1. Summary of sticker-based evaluation results.

Assessed Aspect	Sticker Color	Number of Stickers	Interpretation
Visual Appeal	Red	17	Illustrations and color composition were found attractive and effective
Concept	Purple	18	The campaign theme was seen as relevant and insightful
Interactivity	Blue	13	Zine activities and AR features were enjoyable but suggested further refinement
Narrative	Yellow	10	Storyline was generally clear but could benefit from stronger transitions

As presented in Table 1, the highest score was given to the “Concept” aspect, followed closely by “Visual Appeal,” indicating that the narrative theme and graphic style resonated strongly with respondents.

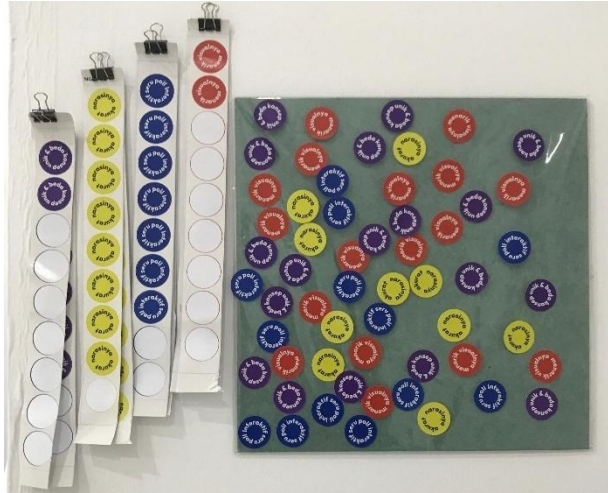


Figure 1. Sticker Evaluation Board Displayed at Exhibition

In Figure 1, the sticker-based evaluation board displays how respondents assessed the campaign’s visual appeal, concept, interactivity, and narrative clarity through a simple color-coded system, providing immediate qualitative insights during the exhibition.



Figure 2. Sample Page from the Interactive Zine with AR Trigger

Figure 2 further illustrates the interactive zine, which includes augmented-reality (AR) trigger markers designed to activate motion overlays, demonstrating the project’s integration of physical and digital media to enhance user engagement. Meanwhile, Figure 3 shows a frame from the motion graphic segment, highlighting the use of anthropomorphic animal characters

and symbolic visual storytelling to simplify complex political themes—such as misinformation—into narratives that are relatable for Generation Z. Together, these three figures illustrate how the campaign employs multimodal, interactive, and narrative-driven design strategies to communicate political literacy in an accessible and engaging manner.

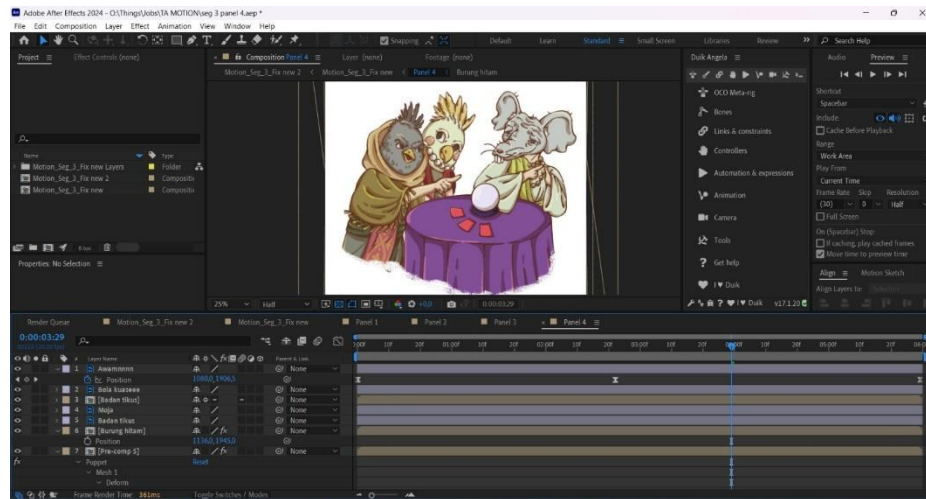


Figure 3. Motion Graphic Frame Featuring Character in Segment 3

These results support the novelty of the design approach, particularly in its use of symbolic storytelling and interactivity to foster political awareness. Compared to traditional civic education campaigns—which tend to rely on formal texts or governmental infographics—this campaign introduces a more immersive, narrative-driven format that resonates with Gen Z's emotional and cognitive patterns.

The sticker-based evaluation proved especially useful as a low-barrier tool for collecting participatory feedback during the exhibition. It allowed for intuitive responses and simplified data classification, providing the designer with concrete insights on which aspects resonated most and which areas needed refinement.

In summary, the campaign demonstrated its potential as an innovative educational intervention that combines storytelling, interactivity, and digital-physical media to build foundational political literacy among young voters. Future iterations could benefit from broader testing beyond academic settings and deeper integration with civic platforms or institutions for greater public impact.

CONCLUSION

The final project “Politics is Not Complicated!” was conceived as a strategic social campaign aimed at enhancing basic political literacy among Indonesia’s Generation Z. By integrating motion graphics and interactive zines, the project successfully communicated essential political topics in a light, visual, and relatable manner—catering to Gen Z's learning preferences which are fast-paced, highly visual, and interaction-oriented.

The campaign was developed using a design thinking framework combined with a systematic creative method. Through the use of anthropomorphic animal characters dressed in medieval European attire, illustrated in a folk-art children's style, the campaign narrated political concepts through four symbolic fable segments that represented compromise, elections, misinformation, and civic participation. Visual elements such as bright tetradic color schemes and modular layouts contributed to audience engagement, while the inclusion of crossword puzzles and reflective prompts in the zine encouraged deeper personal involvement.

The testing phase, conducted during a final exhibition, demonstrated the campaign's effectiveness in delivering political education in a contextual and enjoyable way. The combination of digital and printed media created a dual-channel learning experience that successfully bridged formal political discourse with the informal content consumption habits of Gen Z.

In conclusion, this project highlights that political education does not need to be formal or rigid to be impactful. A human-centered, visual, and participatory approach can open new avenues for political awareness and foster more conscious and active engagement among young citizens. Future iterations of this campaign can benefit from improved technical resources—especially for audio production—and wider audience testing. Expanding distribution via social media channels and collaborating with educational institutions or youth communities would also increase the campaign's reach and effectiveness. For designers and educators alike, this project serves as a valuable reference for how visual communication can drive civic engagement and social discourse in the digital age.

ACKNOWLEDGMENT

The author would like to thank the supervising lecturers, ISBI Aceh, and all exhibition visitors who contributed to the testing phase of the project.

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