universitas paramadina

Sunday Diversity

Sunday Diversity Sunday Diversity

Sunday Diversity

universitas paramadina MANARA

Project Team


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University & Location

All team members are from Paramadina University, based in Jakarta, Indonesia

Project Description

This project is a documentary video designed to showcase and celebrate the rich diversity of cultures, ethnicities, religions, and races in Indonesia. By recording real moments and everyday experiences of the community, this project shows how differences coexist, interact, and negotiate in the same social space, especially through the lens of urban life in Jakarta.

Through personal stories and spontaneous interactions in public spaces, this documentary presents authentic voices that are often overlooked. Its goal is not only to show diversity as a concept, but as a living reality that shapes social relationships, mutual understanding, and the way communities function. With a close and humanistic visual approach, this project encourages viewers to see diversity as a strength, while inviting them to participate in creating a more inclusive and harmonious space.

Project Screenshot







Sunday Diversity Sunday Diversity

Target Audience

Demographics

Education

Secondary to higher education (bachelor and master degree)

Geographical Focus

Jakarta as primary, other major city via digital distribution

Socioeconomic Background

ranging from lower-middle to upper-middle socioeconomic groups

Motivations



The audience is motivated to understand the diversity issues they face in their daily lives, especially in the context of a heterogeneous urban society. They tend to be interested in content that reflects social reality, presents real stories, and provides new perspectives that are relevant to their life experiences. In addition, the younger generation is also driven by a desire to contribute positively to their social environment, although they often have not yet found the right medium to reflect and channel these values.

Vulnerabilites



Despite living in diverse environments, audiences remain vulnerable to the influence of stereotypes, social prejudices, and narratives of intolerance that thrive in digital spaces and social interactions. Exposure to unbalanced information, polarization of opinion on social media, and a lack of safe spaces for dialogue can reinforce biases and misunderstandings between groups. This vulnerability often leads audiences to understand the concept of coexistence in theory, but not yet fully apply it in real life.

Media Influences



Audiences are strongly influenced by digital media, especially social media and video content. Visual storytelling and emotional narratives shape perceptions of social issues, while public opinion, digital trends, and media representation influence how people understand diversity and differences.

Media Access



Young urban audiences have strong access to digital devices and stable internet, making online platforms and social media effective channels to reach the Sunday Diversity audience.

Ability To Access Media

The audience has high digital literacy, allowing them to critically engage with audiovisual content, making documentary videos an effective medium to communicate diversity and coexistence.

Project Goals

1



Building a Space for Public Engagement and Interaction

Providing an easily accessible digital space through social media platforms and video channels to encourage audience engagement in discussions about diversity and coexistence. This goal is aimed at facilitating meaningful interaction between viewers, communities, and educators, and is measured by the level of audience participation, comments, and discussions that arise after the documentary is aired.

2

Providing Immersive Educational Experiences through Documentary Videos

Developing documentary videos based on real stories that provide visual and emotional experiences, so that audiences can understand diversity and tolerance practices through everyday situations. The success of this objective is measured by viewing duration, audience emotional response, and the quality of feedback provided.



3



Changing Negative Perceptions and Encouraging Positive Attitudes toward Diversity

Fostering empathy and awareness among audiences regarding issues of religious and cultural diversity, as well as encouraging reflection and attitudinal change in social life. The effectiveness of this objective is measured through audience responses, testimonials, and an increase in positive narratives related to tolerance on social media.

4

Increasing Community Engagement through Educational Activities

Encouraging active engagement from the community and younger generations through documentary screenings and discussions, both online and offline. The success of this objective is measured by the number of participants, the level of participation in discussions, and the feedback received after the activities take place.



5



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Research & Rationale

Primary Research

Primary research in the Sunday Diversity project was conducted through a structured and phased approach to understand social dynamics and audience perceptions of diversity and coexistence issues. The initial stage of the research was conducted through direct observation of social interactions in public spaces in Jakarta, focusing on daily encounters between individuals from diverse religious and cultural backgrounds. The purpose of this observation was to see how coexistence practices occur naturally in urban social life. As part of the field research, the team conducted observations and informal interviews at various places of worship and social spaces, such as the Istiqlal Mosque, Jakarta Cathedral, Aditya Rawamangun Temple, Sikh communities, and the Glodok area. These locations were chosen to represent religious and cultural diversity and to provide a realistic picture of coexistence practices in shared spaces in Jakarta.

The next stage was conducted through informal interviews with individuals from various backgrounds to explore their personal experiences, views, and reflections on diversity, tolerance, and cross-identity interactions. These interviews provided a qualitative understanding of how diversity is understood in everyday life, both as a social value and a practical reality. To support the project evaluation framework, a pre-test was administered to the audience before the intervention to measure their initial level of understanding, attitudes, and perceptions of diversity and coexistence issues. The intervention was then carried out through the screening of the documentary film Sunday Diversity, which was designed as an educational and reflective medium based on real experiences. After the screening, a post-test was conducted to capture changes in the audience's perceptions after the intervention.

Secondary Research

Secondary research was conducted through a literature review of academic sources, research reports, and credible publications discussing social diversity, religious tolerance, and urban dynamics in Indonesia. This study shows that Jakarta is a representation of national pluralism with a highly diverse ethnic and religious composition without a single dominant group.

Literature on intergroup interactions emphasizes that daily social contact in public spaces plays an important role in increasing understanding and reducing prejudice. In addition, studies in the field of visual communication and media show that storytelling and audio-visual media approaches, particularly documentary films, are effective in building empathy, social awareness, and critical reflection, especially among younger generations who are familiar with digital media. These findings form the basis for the selection of documentary films as the main medium for the project.

Utilization

Findings from primary and secondary research were used as the basis for conceptual design, location selection, visual approach, and narrative flow for the Sunday Diversity project. The research ensured that the project was developed in a contextual, data-driven manner that was relevant to the social realities depicted, while also providing a clear evaluation framework for measuring its impact.

Tactics

1 Core Content / Main Intervention

The Sunday Diversity documentary video is the main medium of a project that highlights cultural, ethnic, religious, and racial diversity through real stories and everyday interactions in Jakarta. It shows how people naturally live side by side, proving that diversity is not just a concept, but a lived reality. Using a human-centered visual approach, the documentary aims to build empathy, raise awareness, and encourage audiences to reflect on their attitudes toward differences.

2 Digital Distribution & Social Media Integration

The Sunday Diversity documentary is distributed through digital platforms to reach young audiences effectively. The full video is uploaded on YouTube, while Instagram shares short clips, teasers, highlights, and educational visuals to expand reach, increase engagement, and encourage audiences to watch the full documentary and reflect on its diversity message.

3 PR Outreach

The Sunday Diversity Project used PR outreach through online media to expand its message on diversity and coexistence. Coverage in outlets such as Detik, Tribun, Bintang Indonesia, KapanLagi, Jurnas, Editor Indonesia, Bloomberg Technoz, and Media Barisan increased awareness, strengthened credibility, reached broader audiences, and encouraged public discussion on multicultural coexistence.

4 Outreach Through Partnerships

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5 Peer Sharing & Recommendation

The Sunday Diversity project partners with educational institutions, especially Paramadina University, to reach young audiences through content distribution, screenings, and discussions that promote tolerance and coexistence.
I prefer this response

6 Audience Reflection

The Sunday Diversity project uses pre-tests and post-tests to encourage audience reflection. Pre-tests explore initial perspectives on diversity, while post-tests help identify changes in understanding and attitudes, serving as both an evaluation tool and a way to strengthen awareness and empathy.

Strengths

Effective Use of Digital Platforms

Using YouTube as the main platform and Instagram for short visual content helps the project reach a wide and sustained audience. Strong storytelling, engaging visuals, and concise content snippets increase visibility and encourage interaction, sharing, and online discussion.

Robust Media Exposure

Extensive coverage in national and digital media strengthened the Sunday Diversity project's credibility and positioned it as an educational documentary on diversity and tolerance. This exposure expanded its reach and helped the message resonate beyond academic and youth communities to the broader public.

Tangible Impact and Positive Audience Feedback

Data-Based Approach through Pre-tests and Post-tests, The application of pre-tests and post-tests showed an increase in understanding, a change in perspective, and motivation among the audience to better appreciate and promote tolerance after watching the documentary. These findings confirm the effectiveness of Sunday Diversity as an educational intervention that has a real impact and is oriented towards changing social attitudes.

Visual Storytelling - Active Learning

A Documentary Approach Based on Real Experiences, The Sunday Diversity documentary presents a visual narrative that showcases the daily interactions and real experiences of Jakarta residents who live in a culturally and religiously diverse society. This approach allows the audience to learn reflectively through visual experiences, helping them understand diversity as a reality of life, not just a theoretical concept.

Strategic Educational Partnerships

The Sunday Diversity project is supported by a strategic collaboration with Paramadina University, specifically through the Directorate of Student Affairs and Alumni Relations. This support enables the project to be implemented in a reflective and critical academic environment, as well as reaching a student audience that is in line with the project's educational and social objectives. The involvement of educational institutions strengthens the credibility of Sunday Diversity as a diversity-based social learning initiative. Furthermore, this collaboration encourages the creation of a more in-depth discussion space on



Opportunities to Improve

Time Management and Production Coordination

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Conveying the Concept and Message of the Documentary

In the early stages, conveying the main objectives and message of the documentary to the audience in a concise yet meaningful manner was a challenge in itself. The complexity of diversity issues requires simplifying the narrative without losing its substantial meaning. Through a process of evaluation and feedback, the team learned to strengthen the storyline and clarify the main message through more focused visuals and narration. This learning experience emphasized the importance of narrative planning and clear message communication in social issue-based projects.

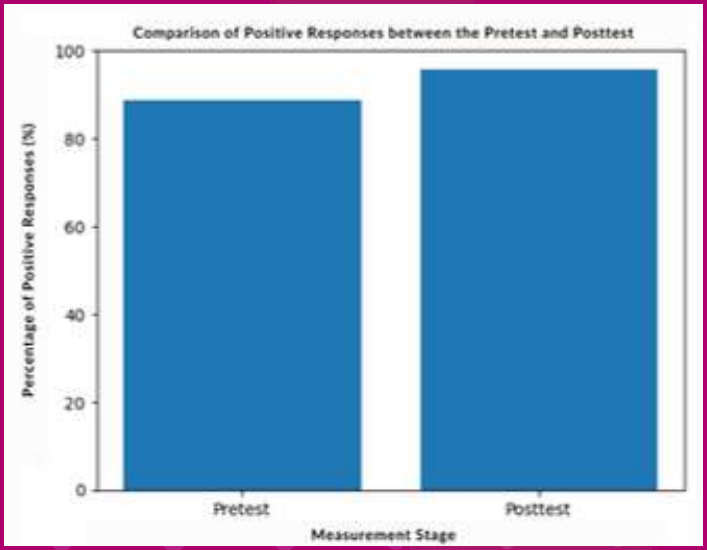


Audience Engagement Beyond Video Viewing

Another challenge is encouraging more active audience engagement after watching the documentary. Most interactions are still limited to content consumption and brief responses on social media. In the future, this project can be improved by providing interactive discussion spaces, screening and discussion sessions, and participatory campaigns that encourage audiences to become more involved and translate their reflections into concrete actions. This teaches us that effective projects not only convey messages, but also create spaces for dialogue and participation.



Measure of Effectiveness



Pre-test and Post-test Audience Survey



The effectiveness of the Sunday Diversity project was measured through primary research using pre-test and post-test surveys administered to the audience before and after watching the documentary. The measurement instrument used was a Likert scale questionnaire to assess the audience's level of knowledge, attitude, empathy, and motivation towards issues of cultural, ethnic, and religious diversity in Indonesia. This measurement method was tailored to the main objective of the project, which was to increase understanding, awareness, and inclusive attitudes in the practice of coexistence. The pre-test results showed that the majority of the audience already had a fairly positive initial attitude towards diversity. On average, more than 88% of respondents agreed or strongly agreed with statements related to understanding diversity, comfort in interacting with individuals from different backgrounds, and the ability to respect differences. However, these findings also show that the audience's understanding still tends to be conceptual and normative.

After the intervention was carried out through the screening of the documentary film Sunday Diversity, the post-test results showed a significant increase in almost all measurement indicators. The average positive response increased to around 95%, especially in terms of changing perspectives on differences, increasing empathy, and motivation to appreciate and promote tolerance in the surrounding environment. The audience also showed high emotional engagement with the messages and moments in the film, which helped deepen their understanding of intercultural and interfaith interactions. A comparison of the pre-test and post-test results shows that the Sunday Diversity documentary film is effective as a medium for education based on real experiences. This project not only increased the audience's understanding of diversity as a concept, but also encouraged reflection, empathy, and the intention to behave more inclusively. Thus, the measurement methods and data obtained show that this project successfully achieved its main objectives and had a measurable and relevant social impact.

Marketing Analysis

Views



28.032 Views
Followers: 16.8%
Not Followers: 83.2%



Content with highest views
***rb = K**

Interaction



55.5% interaction from posts

22.6% interaction from stories

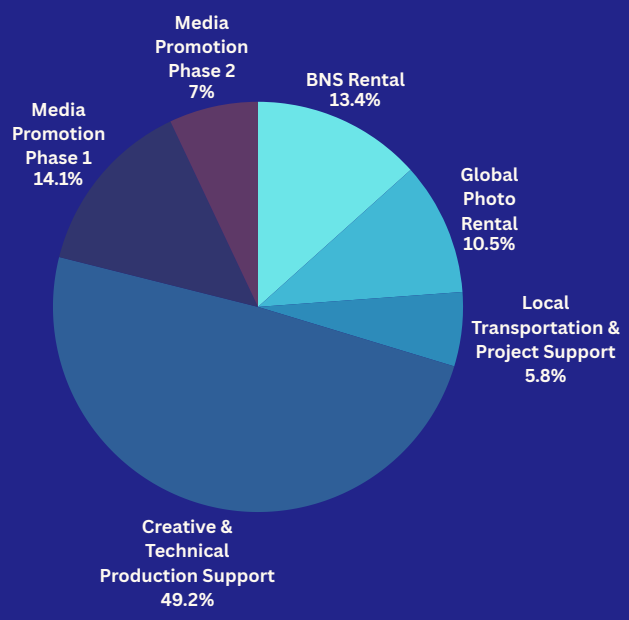
21.9% interaction from Reels



Content with highest likes

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Budget Distribution



Camera & Audio Equipment Rental (BNS Rental)	**$ 116.04**
Camera & Lens Rental (Global Photo Rental)	**$ 91.01**
Local Transportation & Project Implementation Support	**$ 50.72**
Creative & Technical Production Support	**$ 427.55**
Media Promotion Phase 1	**$ 427.55**
Media Promotion Phase 2	**$ 61.07**
Total Amount Received:	**$ 868.56**

Sustainability & Scalability

Current Status ➤ Future Project needs

Institutional Sustainability

Sunday Diversity has received institutional support from Paramadina University and coordinated with various religious and community institutions, strengthening its legitimacy and network in diversity engagement.

Going forward, the project aims to expand partnerships with universities, schools, interfaith organizations, and diversity communities, while developing online and offline workshops to sustain its long-term educational impact.

Cultural Sustainability

Sunday Diversity supports cultural sustainability by presenting inclusive, real-life interfaith stories that preserve tolerance narratives and promote Indonesian cultural values to wider audiences.

To strengthen its cultural impact, the project seeks collaboration with cultural influencers, religious leaders, digital educators, and content creators, alongside workshops, community dialogues, and follow-up documentary series to reach broader communities across Indonesia.

Social Sustainability

Socially, the project has gained positive responses, especially among young audiences, supported by national media coverage and increased social media engagement, while pretest–posttest results show improved empathy and understanding of tolerance and diversity.

To strengthen social sustainability, the project plans to develop structured digital communities, collaborate with educational influencers, create interactive podcast or live session formats, and organize diversity literacy and interfaith dialogue workshops.

Financial Sustainability

The project has received initial funding and support from partners such as the Manara Regional Center for Coexistence.

The project requires additional funding and strategic partnerships to expand content production, develop educational modules, conduct workshops, and collaborate with influencers and educators to broaden its national and international impact.

Environmental Sustainability

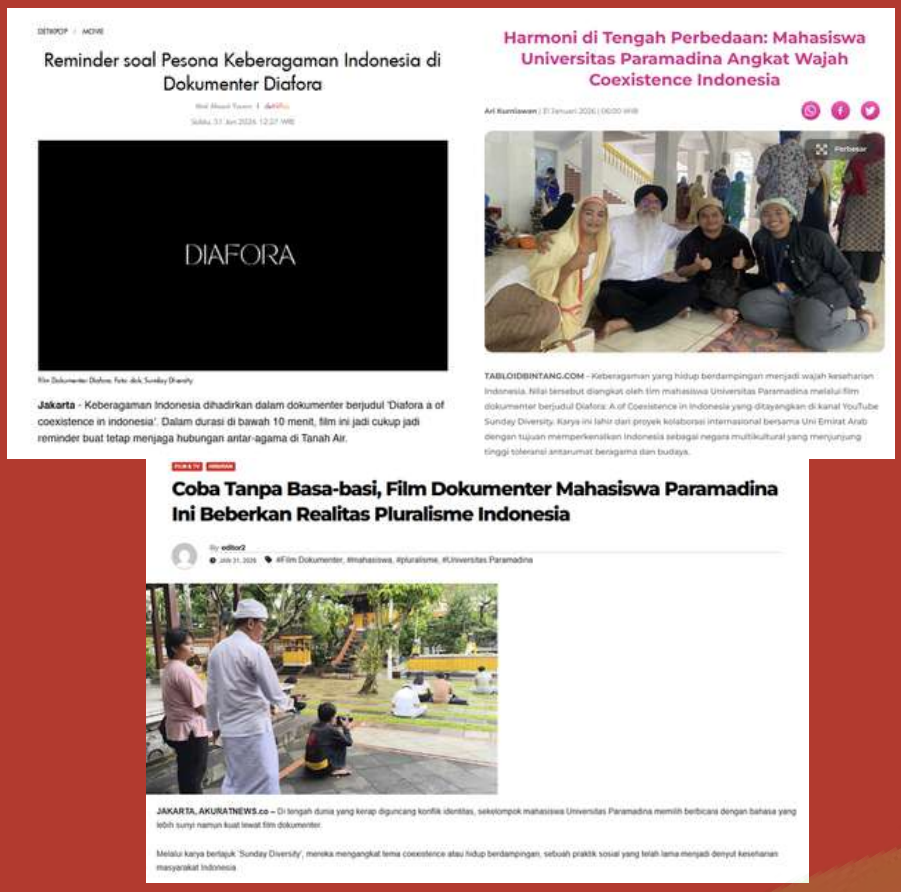
Sunday Diversity adopts a low environmental impact approach through digital-first production, online coordination and distribution, and paperless research and dissemination workflows to minimize carbon footprint.

In its future development, the project will continue prioritizing environmentally friendly practices through digital distribution of educational materials, outreach campaigns, and workshops, while using digital tools such as QR codes to minimize waste and maintain sustainability as a core operational principle.

Supporting Media



Social Media Posts



Press Hits

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Thank You