



KORUPSIPURA

**PENGHARGAAN
DAERAH TERKORUP
SEINDONESIA**

DAUN MUDA

CORRUPTION IN INDONESIA:

- Biggest problem in the country.
- Corruption happened in almost every sector; government officials, private sector, etc.
- Corruption has been transformed as habits for Indonesian.

Challenge:

- How to make Indonesian aware and take action about corruption habits in their environment?
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INDONESIAN:

- As a nation and ethnic group, Indonesian has high pride of Nationalism.
 - Indonesian has high optimism of getting better as nation but skeptical in terms of corruption.
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Solution:

Corruption has been looked like Indonesian identity. Therefore, we must give an appreciation for that shameful accomplishment.

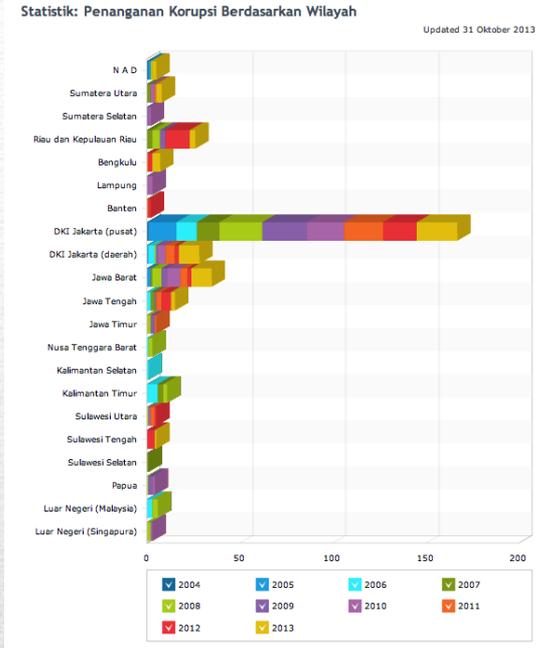


Big IDEA:

KORUPSIPURA

The Most Corrupt State Award

The award to honor the state that has the most corruption rate throughout Indonesia, as a satirical act.



1 Collects the data based on corruption cases that has been occurred in 1 year by collaborated with KPK or other independent corruption watch organization.

2 Calculate and ranks up the corruption level from each states in every sector that has been selected as parameter (e.g. fraud, gratification, bribery, etc.)



3

The stats from each states will be displayed in web and social media (Facebook + twitter).

4

Every 9th December (International Anti-Corruption Day) there'll be an awarding event for the states that has been the most corrupted throughout previous year based on the stats.

The winner state will be honored with monument as the trophy to commemorate its shameful accomplishment.



Result:

- People aware and actually can update themselves about the corruption situation on each state in Indonesia.
- People feels ashamed and disgrace of being associated with their honored state.
- People from the other states will make efforts not get that honor and the people from the honored state will try get rid and not to get it again by reducing the corruption from their states all together.
- 1st Monument that commemorate corruption acts.
- Create buzz in society.
- Media coverage.





- To maintain the rate of corruption awareness we build Indonesia Corruption Museum where people can learn and update about our progress to fight corruption.
 - And people can still find various information about corruption in website and social media.
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Post Korupsi Award | Walk of Shame

- We create “Walk of Shame” installation on the public area, where we put the picture of corruptors and the detail of their case. So people can remember how bad and shameful being a corruptor.

