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CHAPTER V

CLOSING

5.1. Conclusion

Satuan Karya Pramuka is a nonformal education method focusing on youth development in morals and skills. For the Rover Scout level, Scout provides a special program namely Satuan Karya that includes a variety of fields such as health, public law, environment, aviation and so forth. This program contributes a lot to the government in providing community service for nation wide. However, the majority of adolescents do not have any knowledge with the existence of this program, making its benefit invisible amongst the community and youth. According to the interview with Mr. Ajie Subrata as the General Secretary of Scout in Curug District, only a small number of adolescents know Satuan Karya, The primary factor that caused this problem is the lack of interest amongst adolescents to discover more about Satuan Karya and an undeveloped communication between both sides of Scout movement and adolescents. This campaign targets on Indonesian adolescents age 16-20 years old, linear with the requirement to be a Rover Scout, lives in JABODETABEK, social economy status B-C or low to middle class economy.

This campaign uses Website as the primary media that offers a complete set of information about Satuan Karya as well as being one of the registration accesses. This website is available through desktop devices or mobile phone, making it easier for adolescents to access and register themselves. The author also use social media

as a secondary media such as Instagram Ads, Youtube Banners, and Tiktok filters. Print-based media that are used in this campaign are x-banners, posters, billboards, and merchandise. To keep the campaign plot all structured, the Author use AISAS strategy, then placing Share as the initial stage. In the Share stage, the Author use a fun challenge and invites members of Satuan Karya and alumni to tell their Satuan Karya experiences and stories in either an essay competition, Instagram post or Tiktok story video. In the Attention stage, the Author draws target attention by posting relatable scene, combine with relatable copywriting that are a bit satirical but funny to make them feel connected or relatable. Then the Interest and Search stages continued to encourage them to access the website until they finally decided to register in Satuan Karya

This campaign aims to bridge adolescents with Satuan Karya so each got to feel equal benefits. Adolescents can finally explore their potential, get the support to consider their future, while contribute to the country. On the other hand, Satuan Karya also gets additional new members that can help the growth of their organization. It is expected that adolescents can realize how important it is to know their potential from the beginning and count Satuan Karya as an alternative to their efforts in achieving dreams.

5.2. Suggestion and Input

Through this campaign design process, the author want to give several suggestions to the next person who will also take this topic as their project. The author suggest to use photography and video design to gain more engagement for the audience since both designs can show the real activities more than using illustration. The

author also suggests to work with a trusted and clean public figure that idolized a lot by the audience as one of the communication strategy since people would pay a lot more attention. The author hopes this campaign design can be an excellent way of understanding the campaign theory for other designers and give a positive impact to Satuan Karya Pramuka as well as adolescents who doubt themselves.