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## CHAPTER V

### CLOSING

#### 5.1 Conclusion

Children's stress is a mental health problem that occurs to children from 2 years old; it peaks when they are at the elementary level, especially from Grade 4 to 6. The issue has risen since children are attending 8 hours of school packed with extra lessons and after-school activities that make them experience a lack of rest, which can stress them. Not only the lack amount of rest time, but children's stress can also worsen because of the lack of communication with their parents. Their parents contribute in adding pressure giving the children their expectations and ambitions. On the other hand, children should grow up surrounded by a supportive environment to help them improve their resilience and thus gives them a better response in handling stress. Prolonged stress on children can affect not only their growth physically but also their brain development, which is not flexible enough to adapt to any stressful situation in the future. One of the results is severe mental health issues as they grow older.

Based on the observation and analysis conducted by the author, the solution to this matter is through a campaign design which objective is to raise the parent's awareness in children's stress so that they have the empathy to support their children's problem. The campaign is called the 'Stronger Together Movement' in collaboration with ART+i Art Therapy. It implements the AISAS (Attention, Interest, Searching, Action, and Sharing) campaign strategy as well as Moriarty,

Mitchell, and Wells's design method that is based on 'Advertising IMC: Principles and Practices'. The author collaborated with the ART+i Art Therapy because, through art therapy, the parents and their children can improve their relationship and, mainly, the children's self-esteem. The primary target audience of the campaign is the parents, and the big idea is to have them experience to be a compassionate hero to help their children fight stress. The concept of the campaign is showing the stress that the children experience in everyday life from their point of view with childlike visuals.

## **5.2 Input**

In designing a social campaign, the author recommends deepening the research of the cause to see the core problem. A good understanding of the issue is a result of a significant amount of insights through books, journals, observations, and in-depth interviews with people who are experts in their fields. Enough data and insights can minimize the hustle during the planning process and will give enough time during the design process. Also, the author suggests to work efficiently and productively during the time given to avoid mistakes both on the final result and the writing report.