

CHAPTER V

CLOSING

5.1 Conclusion

Food waste has and always will be a reoccurring problem as seen and proven by the data gathered and collected throughout the whole process of this design. It will remain as one of the most prominent sources of food waste and prevention is only the beginning of the attempt. Although only focused on the stages of prevention, the social campaign Plan-eat has proven to its audiences that it can bring respite to its audiences who seek for help regarding the issue of food waste.

Followed by the research that proves how social campaign can be one of the most prominent methods of conveying message as well as information regarding this issue, Plan-eat persists with its designs that lean towards its big idea of “A trusted and family-friendly encouragement to a fun and preventive lifestyle”. This big idea becomes the anchor of design methodology for the final products served under Plan-eat’s identity. Using Lee & Kotler’s social marketing, research methods were laid out accordingly to cater to the need of its targeted audience.

Using the design methodology of Design Thinking by the Interactive Design Foundation, Plan-eat’s designs are achieved to fully cater to the big idea and tone of voice that has been decided. Found within are the use of practicality in design as well as playfulness in visuals to create a different and upbeat energy from the social campaign in itself.

5.2 Suggestions

Following the final thesis defense, there had been some additional insights regarding the final methodological arrangement. Below are the following insights:

1. M should be iterated properly within every part of the report in order to prevent and avoid confusion regarding data.

2. When it comes to languages, the usage of language should be consistent and that if the approach were to be a bilingual one, it should be iterated further why it is done so.
3. Properly addressing
4. During the early stages of design, it is always best to pay attention properly to details when it comes to defining and ideating steps as well as ideas.
5. Consistency in design should be paid attention to, especially in the creation of mascots or character-making.



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