BAB V

CLOSING

5.1 Conclusions

Child marriage is a deeply concerning issue that affects the lives of countless children in the world, in this case, West Java. As the province with the highest number of child marriages in Indonesia, it is crucial to address this problem and take decisive action. The negative impacts of child marriage, such as disrupted education, issues with physical and mental health, and the perpetuation of poverty, highlight the urgent need for preventive measures. Additionally, the high divorce rates in West Java underscore the importance of tackling this issue to ensure the well-being and stability of families and communities.

In response to this pressing issue, the author has developed a comprehensive social campaign aimed at preventing child marriage in West Java. The campaign is centered around the value of sexual education, emphasizing the importance of empowering individuals and communities to make informed decisions. By providing access to accurate information, raising awareness about the consequences of child marriage, and promoting the prioritization of education and personal development, the campaign seeks to shift societal norms and attitudes.

The social campaign's conception and execution were guided by a thorough research methodology. The author employed a mixed methods approach, combining qualitative and quantitative data collection techniques. Through interviews with representatives from the Ministry of Women Empowerment and Child Protection, individuals directly impacted by child marriage, and campaign specialists, a comprehensive understanding of the issue was obtained. This research served as the foundation for the campaign's strategy and design, ensuring its effectiveness in reaching and resonating with the target audience along with the observation.

By implementing this social campaign, the author hopes to create a lasting impact in the lives of children and communities in West Java. By raising awareness, promoting education, and fostering a supportive environment, the author aim to prevent child marriages and provide children with the opportunity to thrive and fulfill their potential. With the support and collaboration of various stakeholders, including government agencies, community leaders, and NGOs, the author believe that, together, can make significant progress in combating child marriage and creating a brighter future for the children of West Java.

5.2   Suggestions

Upon completing the campaign design, the authors have gained valuable experiences and received insightful suggestions, which are summarized as follows.

5.2.1   For Universitas Multimedia Nusantara

Considering the diversity of the target audience of participants in the ID program, it may be beneficial to re-evaluate the requirement for Prototype Day activities and consider making them optional for participants. While prototype day activities can be valuable for certain individuals, it's important to recognize that not all participants may find them relevant or necessary, particularly those outside the typical student age range of 19-24. Although the feedbacks were helpful, different groups of users think differently.

5.2.2   For Students

In order to optimize the outcome of the final project, students must be able to efficiently manage their time for thorough research and identify effective design strategies. By ensuring that their work conveys the intended message to the target audience and addresses the main issues at hand, students can develop relevant and impactful solutions through design.

The council also provided several recommendations for improving the design of this campaign, which can be summarized as follows:

1. The chosen illustration approach does not align with the intended purpose of the media. The council suggests reconsidering the style and figurery

A Social Campaign…, Kamilia Shaffa, Universitas Multimedia Nusantara

used in the illustrations to ensure they effectively communicate the campaign's message and resonate with the target audience.

2. There is a lack of consistency in colour between the main media and visual support media. To create a cohesive visual identity, the council recommends establishing a colour scheme that harmonizes across all campaign materials. This consistency will help strengthen brand recognition and enhance the overall visual appeal of the campaign.

3. The usage of Sundanese language in the content is not yet fully accurate. The council advises verifying and correcting any linguistic errors or inconsistencies in the Sundanese language used within the campaign. This will ensure the message is conveyed accurately and respectfully to the Sundanese community.