

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Premenstrual Dysphoric Disorder (PMDD) is a serious condition that affects many women, yet it often goes undiagnosed and untreated. The campaign created offers a comprehensive solution to this problem by raising awareness, providing self-assessment tools, and offering support to those affected. By targeting female university students in Tangerang, the campaign addresses a specific demographic that may be particularly vulnerable to PMDD but lacks awareness about the condition. Through a combination of media, including event installations, social media, and merchandise, the campaign aims to reach these students and educate them about PMDD.

The use of colorful and engaging visuals, along with the integration of interactive elements like the microsite and symptom tracking app, helps to make the campaign impactful and memorable. By encouraging students to understand, track, and manage their symptoms, the campaign empowers them to take control of their health and seek help if needed. Overall, the campaign represents a proactive and holistic approach to addressing PMDD, offering a range of resources and support to those affected. By increasing awareness and providing tools for self-assessment and management, the campaign has the potential to make a significant impact on the lives of female university students in Tangerang.

5.2 Recommendation

Throughout the development of this project, several areas for improvement were identified, including research, design, and personal improvements. Firstly, in the research area, this research would have benefited from an interview with an OBGYN which the author didn't do, to gain deeper insights into PMDD. It is important to note that PMDD should initially be diagnosed by an OBGYN before referring the patient to a psychologist for therapy if needed. This approach ensures a comprehensive understanding of the condition from both medical and psychological perspectives. Next is conducting a Focused Group Discussion with

patients who experience PMDD, rather than just with the general population, would also provide valuable insights specific to Indonesia, where studies on PMDD are currently lacking. Such discussions can offer a more nuanced understanding of the disorder and its impact within the local context.

On the design part, the microsite should be rearranged to begin with information about PMDD before presenting the self-screening quiz. Providing users with necessary background information ensures they have the context needed to make sense of the quiz and its relevance to their experiences. The campaign should go beyond simply informing about what PMDD is. It should also offer tips, information, and resources on how to manage PMDD, as well as preventive measures. This comprehensive approach empowers individuals with practical strategies to cope with and mitigate the effects of PMDD. The campaign's name and overall message should be uplifting and positive. The name "Monstrual" and the tagline "know your monster, know yourself" has a pessimistic undertone that sounds intimidating and doesn't align with the campaign's colorful and fun visual style. An encouraging and positive campaign name and message will better resonate with the target audience and promote a supportive atmosphere.

Lastly, throughout the process of creating this final project, remaining flexible and open-minded throughout the project allows for adapting new ideas that enhance its quality and relevance. Improving time management by setting clear deadlines and breaking tasks into manageable segments is essential, and using tools like calendars or project management apps can help maintain organization. Additionally, prioritizing self-care to avoid burnout is vital; taking regular breaks and listening to your body's needs can sustain productivity and creativity, as underscored by the author's experience of falling ill.