

CHAPTER V

EPILOGUE

5.1 Conclusion

Reusable carrier bags are used as an alternative for single-use plastic bags. However, public usage of reusable carrier bags has fallen short of what it requires to be an effective alternative to curb the plastic problem. The general insufficient use of reusable carrier bags comes from public unawareness toward the reusable carrier bag impacts toward the environment as used insufficiently. Therefore, the project aim to increase public awareness regarding the use of reusable carrier bags in the Jakarta metropolitan area.

Dentu's Seven-Step Planning Process (2011) was utilized as a design methodology to guide the campaign development. Insights were obtained through secondary research, including existing and reference studies, as well as a series of survey questions. The insights obtained have concluded on the incomplete understanding that the public has on the reusable carrier bag usage as a replacement for the single-use plastic bag problem, thereby creating the intent of its adoption without the intent of its proper practice. A Core Idea was then developed, having the need to complete the public's understanding by challenging their current understanding. A Scenario Idea was also developed to structure the way the Core Idea was to be implemented, that is, by segmenting information into separate media to spark audience curiosity. The campaign utilizes a mobile website as a primary medium of information dispersion, as well as Instagram posts, stories, and stickers as a secondary medium in the AISAS Cross-Communication framework. Dietplastik was also opted as a brand mandatory to increase the campaign's credibility.

Alpha and Beta tests were conducted to evaluate the website's effectiveness. The majority of the respondents were able to capture the campaign's message and develop new knowledge about reusable carrier bags. The campaign have succeeded

in raising public awareness toward reusable carrier bags in the Jakarta Metropolitan Area.

5.2 Suggestions for Further Research

Throughout the design process, the author found several points that could be referred to by future research.

- 1) Further and deeper qualitative research can be conducted to obtain deeper insight toward the target audience of the campaign. This may include conducting primary research by means of interviews, focus group discussions, and other techniques to gain insight about media and target audience behavior.
- 2) Obtaining more accurate feedback on the evaluative tests can be done by including more audience feedback on their understanding of the topic to verify the effectiveness of the campaign's media.

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