

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The period of adolescence is considered as a period of transitioning from childhood into adulthood which involves physical and emotional changes in both the body and mind. Being exposed to unfavourable circumstances may lead to one learning about the concept of mental health. During the transition, our mind sees things differently. According to (Saputro, 2018), teenagers at the age of 12-18 years are the group of people who are expected to adapt to the changes they are experiencing around them in order to train their mind and overcome difficulties in the future. Although having a healthy mental wellbeing is ideal, the reality is that, with so many things changing around us, most people at some point in their life will or would have gone through mental health problems. Mental health problems often occur such as feeling stressed, overwhelmed, or being not motivated to do anything. Being exposed to a new environment can also trigger mental health problems, and without the right kind of support, they may feel as though they have no one to talk to. Based on the writer's personal experience of moving to Qatar, about 39,000 of them are Indonesian citizens, 9% of them are below 20's, most of which had to move due to their parent's work. With the culture and language barrier, it made it difficult to adapt.

With mental health problems increasing, their demand need for mental health services keeps increasing as well. One notable example is a telecounseling app called Sahabatku that offers psychological counselling free of charge and easy access anywhere and anytime. Unfortunately, with its great benefits and easy access, it is still unknown to many Indonesian adolescents living in Qatar, which was proven when conducting research. The main problem was that their existing social media platforms weren't being utilized effectively.

As a result, the writer focused on creating visually appealing promotional designs for both their Instagram, Facebook, and with the addition of their official

website. After conducting numerous research, both primary and secondary, the writer then went on to create the creative brief for the design. As it is intended to promote, one key thing these designs must do is provoke the audience into a consumer journey at which they will then hopefully reach the end which is to download the app. The writer used the help of the AISAS media strategy which follows five stages at which the audience follow from start to finish, which includes, attention, interest, search, action, and share, all of which relays different messages to the audience. As for the design process, here the writer used Robin Landa's six step phase of the design process which includes overview, strategy, ideas, design, production, and implementation.

During the design process, the writer created a mood board, then a mindmap, which then led to the big idea of "freely expressing myself". With the concept of a scrapbook/journal, the writer then compiled the color palette and choice of typography that suited the concept and keywords which was "comfort, positive, home". As for the medias used, here the writer has used Instagram as the primary media, in the form of feeds and story ads. Website, Facebook feeds, x-banner, a brochure, and merchandise as the secondary medias. For the medias that are based digitally, the writer also created copywriting that was both provoking, interesting, yet still feel relatable. The addition of an x-banner, brochure, and merchandise was as a result of creating a content based off an event as a promotional strategy to promote Sahabatku to the target audience. By creating content that was both visually appealing and functional, the writer has created a new essence to Sahabatku, a place where teenagers can finally feel at home and find the companion they longed for.

5.2 Recommendation

Throughout the process of constructing this final project, the writer has found some important things to take away, especially for those who intend on focusing their final project on promotion. Because promotion itself opens up a lot of potential and goals for the brand, service, or product, it is important to note that promotion isn't like telling your friend about a new app you found or this new drink you found,

it requires many processes. As a result, the writer has concluded the suggestions below for those who intend to do promotion as their topic.

- 1) Pick a brand, service, or product that is within your area of expertise's, this way you can strongly feel motivated throughout the process.
- 2) Make sure the message is easily understandable and consistent throughout.
- 3) Make sure to collect as much data as possible, both primary and secondary, even supporting data, so that you have a strong argument when faced with difficulties or bumps along the way.
- 4) Learn to accept criticism from others so that they may help you in the process, learn to also be critique with your work.
- 5) Make sure to dedicate a certain amount of time to make progress, slowly but surely.
- 6) Document every minor or major changes in the design, as well as the design process.
- 7) Make sure to always look back at the target audience and the goal of the project.
- 8) Never block an opportunity to step outside your comfort zone.
- 9) Make sure to not make assumptions or create hypothesis without data to back it up.

