

CHAPTER V

CONCLUSION

5.1 Conclusion

The pollution crisis in Jakarta poses a pressing concern, especially among the targeted commuters in Jabodetabek aged 25 - 34. Shared mobility emerges as a potential solution backed by data indicating its capacity to reduce pollution. However, despite this promising solution, an FGD (Focused Group Discussion) revealed significant barriers within the target audience. Most respondents displayed reluctance towards shared mobility due to their unfamiliarity with available options, strong preference for private vehicles, and a belief that shared mobility has minimal impact on resolving the issue.

In response to these challenges, the author initiates an interactive campaign aimed at transforming commuter perceptions. The campaign's core concept revolves around fostering a collective movement, emphasizing community involvement in safeguarding urban environments. Keywords such as community, movement, protection, and urban, guide the communication, visual, and media strategies within the campaign, aiming to resonate deeply with the audience's concerns and aspirations. The design strategy implemented to tackle this complex issue is rooted in design thinking principles. This approach encourages empathizing with the audience, defining the core problem, ideating potential solutions, prototyping interventions, and iterating based on user feedback. Alongside design thinking, the AISAS strategy (Attention, Interest, Share, Action, Share) is incorporated, providing a structured framework to attract attention, generate interest, persuade, and drive action among the targeted audience. Through this comprehensive approach, the interactive campaign seeks to address behavioral barriers, increase awareness, and ultimately influence a shift in mindset among commuters. By leveraging design thinking and strategic frameworks like AISAS while aligning with collective movement concepts, the campaign aims to instigate positive

behavioral change towards embracing shared mobility as a viable solution to combat Jakarta's pollution crisis.

5.2 Feedback

According to feedback given by the head of the board, while reviewing the design, it's apparent that the chosen media might not be the most suitable for the target audience. There is potential to explore other avenues that could better resonate with the audience, thereby enhancing their interest in the campaign. The usage of a microsite as a part of the search stage might be too unappealing to younger generations as they are the type to skim and look over things on a surface level. While the microsite provides very heavy information that is served all at once, and could possibly decrease interest in the campaign. Moreover, while minimalism can be an effective design approach, the current level of vagueness might hinder its appeal. Adding more clarity without compromising the minimalist aesthetic could significantly elevate interest and engagement with the design. Striking a balance between minimalism and explicitness will likely capture the audience's attention and drive greater interest in the campaign.

