

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

Pelabuhan Ratu, being one of the most beaches for people from the Jakarta metropolitan area to visit, still has a very high drowning incident rate at the present. The cause of this is mostly because of a lack of information regarding beach safety available that beach visitors end up ignorant on the dangers of the ocean and how to prevent drowning. Despite having lifeguards on the beach, visitors should be aware of beach safety procedures to avoid incidents from happening in the first place. To solve this issue, a solution that can provide information to Pelabuhan Ratu visitors in the most effective way possible is required. After doing field research and getting to understand the people who visit Pelabuhan Ratu, it was decided that the best course of action is to create a regulatory display.

A regulatory display that is placed strategically is an ideal method of providing information regarding beach safety, however there are a few aspects to keep in mind. Even if a display is placed by the entrance, it can easily be overlooked so the design should be eye-catching. By creating a saturated palette and adding illustrations to the display, it ended up becoming something that should be impossible to miss. The display that was designed had the target audience in mind and it will provide information regarding beach safety in a concise but interesting form. To further ensure accessibility of information, several supporting medias are created. Brochures and Instagram posts to add portability to the information, posters as a way to increase awareness, and even merchandise and gimmicks to bring people towards the regulatory display. With such method, visitors will hopefully learn more about beach safety to keep themselves safe. The abundance of accessible information will provide knowledge as an insurance to their lives.

## 5.2 Suggestions

Throughout the conception of this project, the author realized that there are a lot of things that can be improved. Be it the thesis report writing process, data gathering, or the design process, there are a lot of blunders that could have been avoided. So, here are some suggestions to those who might create a thesis project with a topic related to beach safety and other related parties.

- 1) Thoroughly prepare for the unexpected to happen. Always have a backup plan or be persistent in finding a solution.
- 2) Finding people to interview is never an easy task, so when someone happens to know a person who might fit the criteria, accept their help and be thankful.
- 3) Changes can happen along the way so do not get attached to anything and be adaptable.
- 4) Time management is key to everything. Always keep your priorities in check.
- 5) Find enjoyment in the project you are making. The topic or output will most likely end up straying from your interests, but try to find ways you can make it enjoyable. Push its boundaries well within its limitations.
- 6) It is suggested that the design methodology used in creating a signage-related design project be a methodology that is related to signage-making which is Calori's methodology. The methodology can be found on the book 'Signage and Wayfinding Design'. Robin Landa's design process is better suited for advertising-related projects.

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