

CHAPTER V

CONCLUSION

5.1 Conclusions

Local gadgets in Indonesia are overlooked by many and are deemed uncompetitive compared to global alternatives. This final project aims to show the process and strategies of designing a campaign to raise awareness towards locally produced electronic gadgets. Using the Double Diamond methodology by The British Design Council for the design process and implementing the AISAS method of Dentsu for the campaign, the author set out the phases as the foundation of this project. Starting by researching the issue that is currently happening through the discovery phase to prototyping and testing the design in the delivery phase.

After researching the root of the problem and constructing the concept of the campaign, this study has led to the development of several media outputs for each of the campaign phases from the AISAS model. These designs include public printed advertisements in the shape of posters and billboards, social media posts and stories, information-based website development, exhibition and workshop, various social media challenges, as well as merchandising.

The final phase of the campaign involves publicly showcasing the campaign's development to peers through Alpha Testing, and to direct target users via Beta Testing. The result from these tests are then used to refine and improve the design and content of the campaign, ensuring optimal communication to the audience and effective outcomes.

5.2 Recommendations

Upon completion of the campaign design for “Lokal No Kaleng-Kaleng” campaign for this final project, the author obtained several suggestions that could be shared, from the design of the campaign itself to the benefits that can be given from this project. One main improvement that could be done in the concept of this campaign is to set a clearer and more effective objective for the campaign. Instead

of trying to increase awareness of local products, which wouldn't directly act as a solution to the problem stated in the problem formulation, pursuing audience to purchase and buy local products would make more sense and be more effective.

Meanwhile, for the design and communication of the campaign itself is still considered faulty. Much like previous campaigns and efforts done to increase sales of local brands, "Lokal No Kaleng-Kaleng" seems to be pushing products into the audience, without a clear selling point in mind. In order for people to have interest and feel the need to try out and purchase local products, the campaign needs to showcase the value, quality, and uniqueness of local products. It has to show the added value of local products that audiences can get from buying local products, that they might not otherwise receive from buying global brands.

Another input the author received is regarding the research that was done that acts as the main reference point for this campaign design. The current research is still in the early stages and is considered immature and shouldn't be sufficient to be depended upon for the design of this campaign. There is a lack of insights towards the existing gadget market in Indonesia and the condition of manufacturers and developers, making the campaign irrelevant and blind to the reality of the current situation. This suggestion also applies to developers and manufacturers in Indonesia themselves, that research of the current situation is one of the key factors to make a campaign or product successfully reach its market and goals.

One major point missing from the design of this campaign is the lack thereof a mandatory brand to help leverage this campaign, and to ensure that the campaign can run smoothly. As such, it is recommended for the next campaigns and efforts to be done regarding this topic, to have a mandatory back-up.

Apart from recommendations and suggestions received regarding the campaign design, strategy, and visual output, there are also benefits that could be received from this project. Related to the benefits of this project, here are the recommendations provided, of which divided into two separate benefits:

5.2.1 Theoretical Benefit

Increasing the public's awareness towards something that is negatively perceived, such the likes of local electronics in Indonesia, needs more effort than initially considered. These perceptions are rooted in the past experiences people had while using local products, in which in order to alter those perceptions, requires a more intrinsic approach. However, regardless of those improvements, communication is still needed, and building a campaign is regarded to be one the most effective methods. Understanding what people need, what they seek, or what they desire, and using these understanding to induce curiosity is key to building trust and changing their view towards a certain topic, while of course, living up to their expectations. These findings are useful for future research that touches upon the human perception of a certain topic.

5.2.2 Practical Benefit

In designing this campaign, the author observes that following closely methodologies used in both graphic design and campaign design is crucial in keeping track of progress and understanding more on what must be done. Although that is the case, research and findings can and will happen in every phase, despite having a dedicated phase at the beginning of the design process. This happens due to oversights that occur during research, which will inevitably surface during the design process. Hence, design methods are dynamic, jumping through phases iteratively is natural. Additionally, the author finds, whilst researching, the importance of having a second opinion, and applying a holistic approach. While experts and literatures provide great knowledge and insights, there is always another perspective to consider.