CHAPTER V

CLOSING

5.1 Conclusion

Authoritative parenting is a parenting style that is well-known to have the best outcome for children. However, there is a lack of knowledge regarding authoritative parenting and the positive effects it has for children in Indonesia. In addition, there is a lack of media that focuses on providing comprehensive information regarding authoritative parenting in Indonesia.

After doing an interview with a child psychologist and parents, as well as spreading a questionnaire, the author discovered that although some Indonesian parents are unfamiliar with it, they already implement some authoritative parenting techniques and agree with its principles. Therefore, the author provided a solution to the problem by designing a website regarding authoritative parenting for parents. The objective is to help parents implement authoritative parenting better by providing them information about the subject.

To do this, the author followed a design process, starting with gathering information about the target users, defining the problem and solution, brainstorming ideas, creating a prototype, and testing. The feedback has shown a positive response, indicating that the website is effective in helping parents and prospective parents find useful content about authoritative parenting.

5.2 Suggestions

After completing the final project, the author had received several suggestions for the final project. The author will reflect and keep these suggestions in mind when working on future projects. The author hopes that this will be helpful to those who find themselves in a similar position to the author.

1) Theoretical Suggestions

While finding information about a topic, it is important to gather relevant data and sources to have a complete view on the subject. The author

should take care not to let prior assumptions and judgements be included in the research. With the topic of parenting theory, the author should expand on why it is important to learn a certain parenting style among so many other parenting styles and what the problem is. In the theoretical section, the author should expand on what authoritative parenting is to give a clearer picture of the parenting style's effects and application.

While gathering information through an interview and questionnaire, the author should include questions that provide relevant and useful information for the research. For the interview, the questions that were used were still basic and limited. In addition, the author should explain the content and conclusion of the interview. The psychologist's interview needs a complete explanation, while the parents' interview needs to be summarized and written in a scientific manner. For the questionnaire, it is important to include respondents who fit into the research target. The author should not include people from outside of the age range. The results of the questionnaire should not include unimportant data that doesn't provide value to the research.

The report needs to have the complete process according to the steps. Prior to the revision, the report was lacking in a few parts. The reason for target user's age and location needs to be expanded upon, the relevant research didn't explain its purpose and conclusion, the existing and reference studies needed more information, there was no explanation about the brand mandatory, and the budgeting didn't have a conclusion. The author should make sure that all the information from the design process has been included.

2) Practical Suggestions

The content of the website is still lacking. There could have been more information and elements added to the design. The information provided haven't given a clear picture of the parenting style. The information from the research should have been used during the design. In this case, the author should have used the respondents' wants in a parenting website from the questionnaire, which are as images, infographics, articles, forums, games, and Q&As.

The content of the website needs to have credibility. The website didn't provide the original source of the information. The content on the website also hadn't been checked or verified by the brand mandatory, Bicarakan.id, or a licensed psychologist. The author needs to get confirmation from a trusted source to make sure that the content of the website is accurate.

The design of the website could be improved. The sizes of several elements in the website, such as the font, were too large. The big idea "bridging the parent-child relationship" could have been visualized more in the website. Finally, the website should not only implement interactivity in its interface, but also foster interactions between users. This could have been done by creating a forum to build a community.

The secondary media lacked consistency and purpose. The language used in the Instagram posts should be Indonesian instead of English to stay consistent with the website. The merchandise didn't have a strong purpose and didn't have an explanation on its implementation. The author should consider all these things when creating a design.