

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Summary**

Beauty pageants in Indonesia have grown in popularity as platforms for empowering individuals by emphasizing personal branding, public speaking skills, and self-presentation. However, the internet have not provide a media that can help newcomers. For this problem the author find more insights with doing a survey distributed to 112 respondents. In the result, many participants still having a set back in understanding how suitable they are to join beauty pageant. To address these challenges, the author conducted interviews with four experts including a former beauty queen, a pageant organizer, young adults of potential beauty pageant candidate or followers. The purpose was to gain deeper insights into how newcomers can learn and pick a beauty pageant. After collecting the data, the author began brainstorming and creating a creative brief to organize the collected information and ideas. A mind map was created to develop the key concepts and main ideas aimed at helping individuals prepare for beauty pageants, focusing on personal branding and self-presentation.

#### **5.2 Recommendation**

In designing website of Indonesian beauty pageant, research on the topic and the target market is important to ensure the design is effective and well-received. The author must understand the topic thoroughly to create a design that will be accepted by the intended audience. Based on the author's experience, here are some suggestions for future writers or researchers who plan to develop or explore similar themes.

1. **Lecturer/Researcher**

When selecting a topic, research is crucial, especially if the topic is new or not well understood. It is advisable to conduct interviews or observe experts in the field as part of the background research, given that such information is often limited online. The user interface and experience of the

website require further improvement due to several flaws. For instance, there is minimal recognition of buttons. This problem can be minimized by using microinteractions so that clickable elements are distinguishable.

It is wise to make an onboarding as a tutorial for using this website so that the target will not experience frustration in accessing this website. For the content part, it is noted that the area are too close to each other, resulting in widowed and cropped content that can confuse readers. The author must also be cautious when using purple as the primary color for the pageant. The current shade appears slightly washed out compared to a true purple, which typically conveys elegance, sophistication, and a sense of royalty. Additionally, the author should establish an objective design style by conducting interviews to ensure the design does not appear overly simplistic or immature, as such immaturity does not align with the image of beauty pageant generally.

The design of this Final Project can be used as a reference for future students interested in creating interactive media, especially on beauty pageant topics. This project can help guide others in developing similar designs. It also provides a foundation for exploring new ideas and improving interactive media in the beauty pageant field.

## 2. University

The university provides training and guide materials to help students stay on track with their final projects. However, the content shared on-site is often difficult to recall and can lead to different interpretations among various audiences. This inconsistency can cause confusion and hinder students' progress. Therefore, creating digital materials would be more effective as they can be easily accessed, reviewed, and understood. Digital resources also allow for more interactive and engaging content, enhancing the learning experience.