

CHAPTER V

CONCLUSION

5.1 Summary

Echo chambers in social media are virtual spaces formed around individuals which reinforce and “echo” their own opinions onto themselves, creating a self-reinforcing loop of information and perception. These echo chambers are caused by a variety of factors, most predominantly recommender algorithms and inherent social biases. Prolonged exposure to echo chambers, especially in politics, can have negative effects on the mental well-being and capability of an individual, potentially even leading to political extremism or radicalism. However, echo chambers are difficult for individuals to detect by themselves, even if individuals have felt their effects. As such, the author proposes the design of a social campaign to combat this. The goal of this campaign is to encourage the target audience to start taking proactive steps to leave their echo chambers, and to seek information diversity and understanding when participating in political discussions.

The process of designing a social campaign on political echo chambers in social media begins with establishing the design and research methodology for the campaign. In this project, the research methodology used is qualitative research and the design methodology used is Landa’s Five Phases of Graphic Design. Through conducting a focus group discussion, two expert interviews, and a questionnaire, the author was able to collect data and insight surrounding the topic of political echo chambers, as well as deeper insight into the preferences of the target audience. This research also helped establish a target audience for this campaign, which are late teens aged 20-24 years old in Jabodetabek who regularly use social media and have experience exposure to political content on social media.

The data and insight from the research stage are then used to develop a campaign strategy, message, tone of voice, and structure. These are then developed

into a big idea and visual concept, which are then further developed into the concrete designs of the campaign. The big idea for this campaign is “Explore Freely, Understand Fully and the tone of voice keywords are Casual, Curious, and Open-Minded. These points are then used to develop the visuals and media for the campaign, which include social media, billboards, gimmick media, and others.

The final step of the campaign design process is Implementation, where the finished designs are tested for market validation and applied to their respective media outputs. After receiving input and reiterating the designs, the final design of the campaign is then completed. Overall reception of the campaign was positive, with minor revisions which have been processed for the final output.

5.2 Suggestions

In undertaking the process of creating and refining this final project, the author has gathered several points of consideration for the reader and the various parties related to the conduction of this project. The following is a list of potential feedback from the author, each addressed to a specific party:

1. For lecturers/researchers, the author hopes future attempts at tackling the issue of political echo chambers on social media will be able to include more innovative methods of communication to better pierce the audience’s echo chambers, such as addressing recent topics and events in the political world. Including these as points of conversation for the audience may aid the longevity and survivability of the campaign and help it remain relevant to the audience. The author also implores future researchers to also address their own echo chambers and biases while conducting research on subjects similar to this. Additionally, for future researchers conducting a focus group discussion to gather insight, the author suggests capturing a more diverse set of participants in regards to their backgrounds (political, racial, theological, and otherwise), which will result in a more varied set of opinions and views. Lastly, the author recommends the development of an informational or educational campaign focusing on the echo chamber effect

itself, with the purpose of raising the general public's awareness and knowledge regarding the topic.

2. For Universitas Multimedia Nusantara, the author hopes that the university is able to review the current timeline and expected milestones of the final project process. In the author's personal experience, beginning the visual design process immediately after the pre-thesis defense, where the report and project is prone to change, leaves significant room for error and tightens the timeline, which then affects the quality of the project itself. The generally tight timeline can also be difficult to manage, especially if the project experiences a major change, such as a shift in topic or output. The author hopes these factors will be considered in the final project workflow. Lastly, the author also hopes that the emphasis on the report is reduced when grading the final project, as allocating a significant amount of time to write the report negatively impacts the quality and general completeness of the actual final design.

