

## **CHAPTER V**

### **CLOSING**

#### **5.1 Conclusion**

Over the past three years, the level of public awareness regarding social discipline in Indonesia has been steadily declining. This trend has become increasingly visible in various media, where undisciplined behavior is often portrayed as normal or acceptable. Despite the normalization, citizens are taught about discipline from a young age in schools, however this knowledge often fails to translate into daily behavior. As a result, this lack of guidance and accountability contributes to a chain reaction that could shape future generations to be more self-centered and leave awareness and discipline behind, indicating discipline is no longer seen as a form of self-respect or respect for others.

Therefore, the author provides a solution to create an awareness campaign for queuing in public spaces through interaction on mobile website as a distraction or spark to restore and renew citizens' awareness on discipline. Based on research, analysis, and practices had been done, the Design Thinking Method by Robin Landa is the most effective way in creating the campaign.

In addition of the mobile website, the campaign expands to a physical media of digital banner and merchandises of stickers and postcards. These supporting media pieces aim to serve as physical visual reminders, encouraging individuals to uphold social discipline as a personal value.

#### **5.2 Suggestion**

At the end of the project, the author would like to discuss some suggestions, advice and guidance for those that want to create a project similar to awareness and discipline campaign regarding queuing in public spaces. Strategy in planning and executing the campaign can still be improved to guide and audiences in following the flow of campaign, as well as in the technical boundaries when creating campaign which is an obligatory to involve mandatories related to the goal of campaign to boost impact towards campaign as well as influence on interest to

citizens to participate. Further research and testing could also improve the overall campaign performance, feedbacks in behavioral change after being involved in campaign could have been measured to gain more accurate result. It is advisable for those that are interested in creating a product similar to this research to be more critical in putting the point of view to the user instead of the designer perspective, which can improve overall choices made from actions needed in participation, merchandise outputs, and user experience strategies. The author suggests the engagement intensity involve more challenges, giving audiences a trigger to complete by doing certain effort.

Throughout the process of completing this final project from beginning to end, the author learned valuable feedbacks which can help those who are interested in exploring similar topics, as well as for the university, as follows.

1. Lecturer/ Scientists

The author's suggestion to lecturers or researchers interested in discussing the persuasive campaign in Visual Communication Design is to focus on a clear and relevant communication strategy such as AISAS or any other method. Additionally, for those interested in exploring the topic of awareness in social discipline is always conditional and situational, therefore there is no concrete solution, it must be approached multiple times and with different types of strategies. Additionally, behavioral subjects are highly impacted by environment and rooted causes which cause belief, therefore someday be brought again, it is hoped that topics of research are dug thoroughly.

2. University

The author's suggestion to Universitas Multimedia Nusantara is to reconsider the scheduling of activities for final project students, especially during the prototype stage. This is because the time allocated for students in the prototype stage is very limited, the prototype is a crucial part of the design process.