CHAPTER V

CLOSING

5.1 Conclusion

From the beta test analysis, the author concludes that the microsite design and interactivity from the storytelling segment is well received by the designated target audience. Not by outright informing them that they should prefer culture instead of entertainment, because both can co-exist at the same time, but cultural activities can be an option and a highlight where they could do when they plan to go to Bali. They do however understand the gravity of the situation about gentrification, though from the analysis to the user, they now know clearly about what gentrification is. Nevertheless, the respondents from the beta test understand that it is impossible to stop the process but will actively advocate for tourists to try out and explore their taste in tourism and to find their niche.

5.2 Suggestion

There were, however, particular elements where the design and the social campaign can be improved, visuals and content or approach wise. The design for interactive microsites can be improved as for the choice of the colors. When the user first opens the homepage of the microsite, they are met with a too reddish color, which could potentially cause strain and irritation to the user. The author grasps and considers in the future on how the colors affect the user's experience and to avoid pain points when they browse or view the website.

For its content, the social campaign itself lacks an action to tackle gentrification, specifically when the issue of gentrification is a government issue, consequently a lot of work will be required by the user to address the problem appropriately. The campaign name "Lively Bali" also suggest that it sounds like clickbait, considering when it is up in the search engine it when people would have a perception that the microsite will lead to something related to the nightlife of Bali, but results in arriving in a site that promotes cultural tourism and an issue that that they are indifferent to. The author reflects when creating a campaign, the name

186

should serve its purpose and avoid misunderstandings as their desire is to find new places but are greeted with a heavy issue that possibly would be ignored by the target audience. As for the response to the research methodology, the author should circle back in considering targeting the Balinese community instead of domestic tourists since the locals of Bali have more of a sense of belonging rather than domestic tourists who only come to Bali with their own sole purposes.

The author also has suggestions towards the reader to those who are planning to pick the topic upon Indonesian culture and making a social campaign:

a. Theoretical

To the lecturer, the author suggests finding other approaches to gathering information about culture, specifically in a region where numerous people go through different situations. There would be different perspectives when perceiving culture as an opportunity or something to keep preserving for the following years.

To the university, the author advises that they should make a separate semester for the students to do their final thesis paper until the next semester where they could solely focus on crafting their main media design. The author also suggests that the university would extend the timeline after conducting the alpha test which will give enough time to implement revisions and do the beta testing smoothly.

b. Practical

If a student plans to search their topic mainly about culture of a specific region, they must know how to find the right source person and it is recommended to hear from both sides as the culture is still intact with its people or it has progressed and adapting to modernization. Culture adapting and evolving over time could arise different perspectives and others to account for when researching this specific topic.