

CHAPTER V

CLOSING

5.1 Conclusion

The Design of a Social Campaign for Diabetes Prevention Among Children Aged 7–11 Through a Healthy Lifestyle and Engaging Challenges was motivated by the increasing prevalence of Diabetes Mellitus in Indonesia, which has begun to pose a threat to younger age groups, including children. Based on data and field observations, the low level of awareness and knowledge among children regarding the importance of a healthy lifestyle has become the main factor underlying the development of this campaign. Furthermore, existing educational materials on diabetes remain limited and are not yet presented in an engaging manner that aligns with the characteristics and needs of children aged 7–11 years. This campaign is designed with the objective of creating informative and enjoyable visual educational media that actively encourage children to recognize and adopt healthy lifestyle habits in their daily lives. The campaign strategy combines educational and participatory approaches through the use of visual media, educational characters, and health-themed challenges specifically designed to be easily understood and relevant to children's everyday experiences.

Through an interactive and experience-based communication design approach, the campaign incorporates various elements such as educational posters, social media content, daily challenge activities, and supporting merchandise. All campaign elements are designed with cheerful and child-friendly visuals, simple and accessible language, and messages tailored to the cognitive development stage of children aged 7–11. The campaign aims not only to enhance children's knowledge about diabetes and its prevention but also to promote the formation of positive habits from an early age, such as reducing sugar intake, engaging in regular physical activity, and making healthy food choices. It is expected that this campaign will serve as a preventive measure to reduce the risk of diabetes among future generations and as a model for educational campaigns that can be replicated in other regions of Indonesia.

5.2 Recommendations

5.2.1 For Future Product Development

The development of this campaign can be further enhanced by incorporating additional variations of interactive media, such as digital-based educational games, interactive quizzes, or even augmented reality (AR) elements. These technological innovations are essential to align

with the learning styles of children aged 7–11, who tend to be visual and explorative learners. Such enhancements can provide a more engaging and immersive educational experience.

5.2.2 For Educators and Parents

It is expected that this campaign will not only serve as a one-way source of information but also act as a catalyst for discussions with children regarding the importance of maintaining a healthy diet, engaging in physical activity, and recognizing the dangers of diabetes from an early age. The active involvement of parents and teachers is crucial in instilling healthy habits through enjoyable and communicative approaches.

5.2.3 For Government and Health Institutions

This campaign holds significant potential to be adopted as a health education program in elementary schools, particularly in regions with a high risk of childhood diabetes. Collaboration with public health centers (puskesmas), health departments, and education authorities can expand the campaign's reach and reinforce diabetes prevention messages through child-friendly and sustainable approaches.

5.2.4 For Visual Communication Design Students and Future Designers

The design of this social campaign may serve as a reference for developing educational media that integrates illustration, storytelling, and interactive elements. It is hoped that this work will inspire emerging designers to create not only aesthetically pleasing but also functional outputs that contribute to raising awareness and promoting health literacy from an early age.