

CHAPTER V

CONCLUSION

Conclusion

The social campaign "FLOW (*Find Lights Over Wounds*)" is a campaign designed to raise early awareness of post-traumatic stress disorder or PTSD among Generation Z. This campaign emphasizes the importance of self-emotion awareness and art therapy as a preventive measure as well as a means of self-expression in the emotional recovery process. Through a soft, empathetic, and interactive visual approach, the campaign seeks to normalize conversations about mental health and foster more inclusive social support for individuals experiencing trauma. In supporting the success of the message delivery, the "FLOW (*Find Lights Over Wounds*)" campaign uses a variety of integrated communication media, such as Instagram social media, interactive pocket books, posters, campaign videos, Flowie character mascots, and thematic merchandise. All of these elements are designed with Gen Z characters in mind, are expressive, visual, and close to digital media. It is hoped that this campaign can be a bridge to foster empathy, open up a space for dialogue, and affirm that healing inner wounds is a legitimate process and needs to be accepted humanely.

Suggestion

The designers realized that this "FLOW (*Find Lights Over Wounds*)" social campaign still had limitations and room for further development. One of the main challenges in the design process is how to convey the sensitive issue of PTSD in a light, safe, and meaningful way for a young audience. Therefore, further development can be directed to deepening psychological-based educational content, deeper collaboration with mental health practitioners, and optimizing interactive digital media so that campaign messages can reach a wider audience. In addition, follow-up research is also recommended to evaluate the actual impact of campaigns on changes in audience perceptions and behaviors related to emotional awareness and trauma management. It is hoped that the "FLOW (*Find Lights Over Wounds*)" campaign can continue to grow into a sustainable social movement that not only educates, but also assists the younger generation in finding "light over wounds".