

CHAPTER V

CONCLUSION

5.1 Conclusion

From the design of the "KITSUNE" digital campaign, it can be concluded that efforts to increase social appreciation of cosplay culture in Surabaya require a visual communication approach that is able to transform negative stigmas into educational understanding. The use of the keywords "Self-Expression and Creativity" embodied through the visual theme of Japan Matsuri and anime/chibi illustration styles proved relevant in bridging the perception between the cosplayer community and the general public. Through the implementation of AISAS strategies that are integrated into various digital media, such as social media, campaign videos, and mascot characters. This design succeeded in creating an inclusive information ecosystem. This suggests that the consistent use of visual identity and informative casual language styles are effective in personifying the artistic value of cosplay as a performative art form that deserves to be appreciated by urban society.

5.2 Suggestions

In the future development of visual communication design, it is suggested that campaign media design more explores interactive content based on short videos and the latest digital technologies to maintain dynamic audience engagement. For future researchers or designers, it is important to maintain the consistency of tone of voice and brand identity across all media channels to ensure that the campaign message is conveyed in its entirety without distortion of meaning. In addition, the exploration of the narrative aspect of the creative process (behind the scenes) needs to be deepened in every visual asset of the campaign media, so that the main goal of eroding people's misconceptions about popular culture can be achieved more broadly and sustainably through an educational design approach.