

Chapter V

CONCLUSION

5.1. Conclusion

Through the design of children's storybooks for the anti-bullying campaign, this author gained a wealth of experience, knowledge, and benefits. The "Dare to Speak Up" campaign encourages parents to be more caring and attentive, prompting their children to share their stories and be open about everything they face. This aligns with the tagline, and the "Small Attention, Big Impact" campaign is expected to use children's storybooks equipped with interactive questions as a medium for bonding between parents and children. The campaign uses an inviting, warm, and non-judgmental concept. Furthermore, the presence of campaign supporters, such as Instagram, is expected to reach a wide audience. In addition, merchandise such as hand puppets, "Mama, Papa, and Me" diaries, t-shirts, tote bags, hats, pins, drink bottles, and stickers makes this campaign very suitable for the target audience of early childhood (0-7 years) and the target market of parents of early childhood children.

It is hoped that this campaign will educate parents of young children about the importance of developing empathy from an early age. It also aims to provide parents with a better understanding of their children, such as identifying the characteristics of children experiencing bullying and other facts.

5.2. Suggestion

The author recognizes that this design is far from perfect. In the future, he hopes there will be a similar campaign that encourages parents to be more caring and helps prevent their children from bullying, starting with small actions like showing attention. This will help children grow up with compassion, respect, and empathy. He also hopes that bullying will decrease in the future with more caring parents.