

CHAPTER 5

CONCLUSION

5.1 Conclusion

The process of designing this educational campaign contains many benefits, knowledge, and prevention and how to deal with sexual violence in an effort to instill and teach this generation of young women with an age range of 18-25 years. cases of Online Gender-Based Violence (KBGO) in Indonesia increased fourfold compared to the previous year, from 118 cases in the first quarter of 2023 to 480 cases in the first quarter of 2024. The PPPA minister stated that the largest group of victims was in the age range of 18-25 years old with 272 cases or 57%, followed by children under the age of 18 with 123 cases or 26%. It concluded that young women are the most vulnerable group to *online* sexual harassment. In this design, the main media used is 2D animated video, which discusses addressing online gender-based violence.

The design of this campaign is expected to educate and provide information for the audience, especially women. The goal is for this campaign to become a preventive information medium in dealing with online gender-based violence.

5.2 Suggestion

The author realizes that this research is far from perfect. It must be admitted that this design requires criticism and input so that it can be further developed for further design. The author hopes that in the future there will be a similar educational campaign design which will later be developed to be even better in the future.