

## CHAPTER V

### CONCLUSION

#### 5.1. Conclusion

Based on the results of the design process, it can be concluded that educational media in the form of a card game has the potential to effectively introduce the diversity of rare animals in Indonesia to adolescents aged 15–21. This design was motivated by the low level of awareness among the younger generation regarding the importance of rare animal conservation, due to information being presented in a way that is unengaging and lacks interactivity.

Through a descriptive qualitative method involving interviews, observations, focus group discussions and Jesse Schell’s iterative design method, it was found that teenagers are more interested in educational media that features visually appealing, interactive, competitive, and enjoyable elements. Therefore, the “Wild Guard” card game was designed as an alternative educational and entertainment medium that highlights the theme of conserving rare animals in Indonesia..

This design resulted in a card game featuring a simple strategy concept that is easy for teenagers to understand, complete with engaging visual illustrations, appropriate color schemes, and brief narratives about unique facts regarding rare animals in Indonesia. The concept aims to ensure that players not only enjoy the game but also gain new knowledge and develop a greater sense of concern for the conservation of rare animals in Indonesia.

Based on the results of prototype testing and questionnaires administered to teenage respondents, the selected visual design, illustrations, logo, packaging, and card layout were deemed capable of capturing the target audience’s attention. Thus, the “Wild Guard” card game can serve as an educational medium that is communicative, interactive, and relevant to the characteristics of today’s youth.

#### 5.2. Advice

Based on the results of the “Wild Guard” card game design, there are several suggestions that can be used for future design development, including:

1. This card game design can still be further developed, particularly by adding more game mechanics, increasing the number of cards, and incorporating interactive features to make the gameplay experience more varied and less monoton.
2. Educational information about endangered animals in Indonesia can be expanded by adding more animal characters, unique facts, habitats, and the threats faced by these animals, thereby deepening the educational value of the game.
3. The development of this medium is currently limited to a physical version; however, it could also be adapted into a digital version or a mobile game to reach a wider audience of teenagers in today's digital age.
4. Wider testing is needed among target audiences from various regions and backgrounds to determine the effectiveness of this card game as an alternative medium for educating about the conservation of rare animals in Indonesia..
5. Hoped this design can serve as a reference for students and other designers in developing interactive educational media that combines elements of entertainment and learning, particularly regarding environmental issues and wildlife conservation.