

CHAPTER V

CONCLUSION

5.1. Conclusion

The conclusion of the design of the "Equal Space" campaign as an educational campaign regarding the equality of rights of persons with disabilities in the field of employment provides a lot of knowledge, experience, and benefits for the author, especially in understanding the importance of the role of visual communication in conveying social issues to the community. In this design, an educational campaign was produced that was informative and persuasive in conveying its message. The "Equal Space" campaign carries the concept of humanistic communication with an emotional and fact-based approach, and is supported by the use of short, concise, and clear language so that it is easy for the target audience to understand. The content of the campaign message is prepared in accordance with the design concept, which emphasizes that the low work participation of people with disabilities is not due to limited abilities, but because there is no open access and equal opportunities. The design of this campaign uses the main media that is interactive and relevant to the target audience, namely Instagram social media as the main means of conveying the campaign message. In addition, supporting media such as posters, pamphlets, x-banners, stickers, and campaign merchandise are also used to expand the reach and strengthen the delivery of messages. In terms of visuals, this design uses a simple, non-monotonous design style, and has compatibility in the selection of colors, typography, and illustration elements that reflect the value of inclusivity and equality. The visual style is designed to be eye-catching, recognizable, and give a strong identity to the "Equal Space" campaign.

It is hoped that through the design of this campaign in the future, it can provide education and increase public awareness about the importance of equal rights for people with disabilities, especially in the world of work. In addition, this campaign is also expected to be a means of information for people who do not understand disability issues, as well as encourage the creation of a more inclusive, open work environment, and provide equal opportunities for all individuals without discrimination.

5.2. Suggestions

The author also realizes that it is still far from perfect, so the author hopes that in the future there will be similar campaigns that can be better in designing and it is hoped that similar designs regarding the profession or science of DKV can run continuously so that many teenagers can take information about DKV.