

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of the production of the "Know Your Scars" product-oriented campaign at the Skinvest Clinic, it can be concluded that the main problem faced lies in the low literacy of young audiences (aged 17–25 years) regarding pathological scars, especially in distinguishing keloid and hypertrophic scars from ordinary scars, as well as the lack of understanding of the importance of proper medical treatment. This is reinforced by the results of interviews, FGDs, and questionnaires that show that most audiences still rely on social media information and tend to self-treat before consulting professionally.

Through the Customer Path 5A approach, this design results in a structured campaign with communication stages that include Aware, Appeal, Ask, Act, and Advocate. The campaign is designed with a visual-first approach through motion graphics, social media content, and other supporting media that prioritize clean, minimalist, and communicative styles. This approach was chosen to simplify complex medical information to make it easier to understand, while building an emotional connection with the audience without giving a scary impression.

The design results show that the integration between medical education and the promotion of scar treatment services in a product-oriented manner, supported by visuals consistent with the Skinvest brand identity, is able to increase the potential of audience understanding and encourage trust in the medical solutions offered. Thus, this campaign not only serves as an educational medium, but also as an effective communication strategy in introducing Skinvest's services in a relevant and persuasive way to young audiences.

5.2 Suggestions

Based on the results of the design that has been carried out, the "Know Your Scars" educational campaign needs to be implemented consistently, both in terms of publication frequency, visual style, and communication tone, in order to have an optimal impact on increasing audience literacy and awareness. Consistency in delivering messages that are

educational but still light and relatable is the key in reaching young audiences who tend to avoid the hard selling approach.

This design is still limited to digital media and some supporting media in the clinical environment, so further development can be carried out by expanding the implementation of the campaign to other platforms or by conducting follow-up studies related to the effectiveness of the campaign on changes in audience behavior in treating pathological scars medically.