

CHAPTER V

CONCLUSION

5.1 Conclusion

From the design results that have been created, the Share Fruit Happiness campaign aims to encourage young people aged 18–25 to become more aware of the importance of consuming fruit every day. This campaign is designed not only to focus on delivering education but also to present a more relaxed, fun, and relatable approach to everyday life, making it easier for the target audience to accept.

Through the use of social media such as Instagram, this campaign is packaged in various forms of content, ranging from feeds, stories, reels, to simple interactive games. This content variety is created so that the audience does not feel bored and is more interested in participating actively. In addition, the use of a light language style and attractive visuals also helps the campaign message to be delivered more effectively.

With this approach, it is hoped that the audience will not only understand the importance of fruit consumption, but also be encouraged to start making a habit of consuming fruit regularly. Ultimately, this campaign is expected to help shape a healthier and more balanced diet as part of everyday lifestyle.

5.2 Suggestions

In every design, it is certainly not perfect, and this campaign still has many opportunities to continue being developed so that the results can be more optimal and reach a larger audience. In the future, the Berbagi Buahagia campaign can expand its reach by collaborating with influencers or content creators who are relevant to the young target audience, so that the message delivered can be more easily accepted and spread more widely.

In addition, content development also needs to continue by presenting more varied, creative, and interactive ideas so that the audience does not get bored and remains interested in following the campaign for a longer period of time. Fresh content that follows trends can also help increase engagement and audience participation.

Not only focusing on social media, this campaign can also be developed towards offline activities, such as collaborations with communities, small events, or other interactive activities. In this way, the impact of the campaign is not only felt digitally, but can also be present in everyday life.

With development carried out consistently and sustainably, this campaign is expected to have a wider impact and help shape healthy living habits, particularly in making the consumption of fruit a regular part of daily eating habits.