

## **CHAPTER V**

### **CONCLUSION**

#### **5.1. Conclusion**

The design of a scoliosis prevention education campaign for adolescents aged 13-15 provides experience for the designer in understanding every process of campaign design as well as the implementation of visual communication design that can serve as an educational medium. Through processes such as data processing, the preparation of verbal and visual concepts, up to the formation of the educational campaign design, it becomes important for the designer that the message delivered to the target audience is one of the important aspects, thereby providing a direct impact.

#### **5.2. Suggestions**

In this design, it can be further developed in the future. This can be developed in terms of interaction and collaboration with schools, especially junior high schools in Surabaya as the main target audience, so that the campaign can run more effectively and innovatively. Thus, the educational campaign for the prevention of scoliosis in teenagers aged 13-15 years can reach a larger audience and have a broader impact.