

CHAPTER V

CONCLUSION

5.1 Conclusion

The conclusion of this zine design project indicates that the primary challenge in educating the public about the concept of real food today is a gap in public perception, as people tend to equate the concept of real food with Western cuisine or bland boiled dishes. Through the implementation of the Design Thinking method, this study successfully formulated an educational media solution relevant to the target audience aged 18-27 by transforming complex information about the concept of real food into light and personal visual narratives. The integration of the childlike joy and nostalgic fun approaches through playful illustrations, natural and spontaneous photography, and the use of personal narratives in presenting information about Indonesian food as a real food concept within the zine has proven effective in enhancing appeal and simplifying the audience's understanding of the local version of the real food concept. This is reinforced by findings showing audience interest in the zine and positive responses to the visual and emotional approach used, which proved effective in building emotional connection and increasing young people's interest in Indonesian cuisine. Thus, this zine not only addresses the issues raised but also demonstrates that zines serve as communicative alternative educational media. Furthermore, they function and hold potential as collectible visual archives capable of correcting societal stigmas and encouraging the younger generation to rediscover the value of local food as a source of healthy, natural nutrition and to recognize Indonesian cuisine as real food.

5.2 Recommendations

Based on the results of this design, the author suggests that future research should test the effectiveness of the zine as an educational medium in a more measurable way through pre test and post-test methods to observe the tangible impact on changes in the audience's consumption behavior. Additionally, content development could be expanded by featuring a wider variety of dishes from various regions across Indonesia. Further research could also explore integrating the zine's print format with digital media platforms to expand its audience reach. Finally, a deeper analysis is needed regarding the visual elements and interactivity that are most effective in increasing reader engagement and understanding, as well as strengthening the aesthetic value of the zine as a unique and educational alternative medium.