

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

#### **5.1 Conclusion**

Based on the design process that has been carried out, it can be seen that the use of gadgets for a long duration with unergonomic posture is indeed a real problem among Generation Z. This is not only seen from the questionnaire data, but also strengthened by the results of interviews and theoretical studies that show that there is a tendency to appear musculoskeletal complaints such as neck pain, shoulders, back, and hands.

The main problem is not only the high intensity of using gadgets, but rather the low awareness and habits in maintaining posture. Many of the respondents have actually been exposed to information related to the correct posture, but have not yet reached the stage of understanding and applying it in daily life. At this point, there is a gap between knowledge and behavior.

The motion graphic design in this study is presented as an effort to bridge this gap. With a visual approach that is light, communicative, and close to the daily life of Generation Z, information that initially feels technical and "heavy" can be conveyed in a more acceptable way. The use of the concept of micro-habits is also key, because behavior change is not forced on a large scale, but rather through small, realistic habits to be carried out.

Through the ADDIE method, the design process runs systematically from the analysis of audience needs to the implementation of the design. The end result is in the form of motion graphic media that not only conveys information, but also tries to invite the audience to be more aware of the condition of their own bodies.

Thus, it can be concluded that motion graphics have the potential to be an effective health education medium, especially for Generation Z who are very familiar with digital visual content. This media can be an entrance to build awareness, which is expected to develop into healthier habits in the long run.

#### **5.2 Suggestions**

Based on the results of the design that has been carried out, there are several suggestions that can be considered in the future:

1. Media Development

The motion graphics that have been designed can still be further developed, both in terms of duration, content variety, and distribution platform. For example, by creating a series of short content that is continuous so that the educational message does not stop at just one video.

## 2. Effectiveness Test

This research focuses on design, so testing the effectiveness of media in changing behavior has not been conducted in depth. In the future, it will be stronger if further research is carried out that measures the extent to which this media really affects the awareness and habits of the audience.

## 3. A More Personal Approach

In the future, communication approaches can be made more personal and contextual, for example by adjusting scenarios based on the specific habits of gadget users (learning, gaming, scrolling social media), so that the audience feels more "affected" and relevant.