

CHAPTER V CONCLUSION

5.1. Conclusion

Based on the results of the “Don’t Touch My Body” early childhood sexual education campaign designed for parents in collaboration with the Surabaya Hebat Cadres (KSH) in the Kejawan Putih Tambak neighborhood, it can be concluded that the main issue is the persistence of taboos and feelings of awkwardness among parents when it comes to providing sexual education to their children. This is reinforced by the results of interviews, observations, and questionnaires, which indicate that while parents’ awareness levels are already quite good, they still struggle with finding the right way to convey the information.

The campaign utilizes media such as motion graphics animations, brochures, pamphlets, social media, and educational puppets. The visuals are designed with bright colors, child-friendly characters, and simple narratives to reduce the taboo associated with the topic of sex education. Additionally, an interactive approach between parents and children is a core value of this campaign, making it not only informative but also practical. With the support of KSH as a stakeholder, this campaign has the potential to be implemented sustainably and expanded to other regions. Thus, it can be concluded that the design of this sexual education campaign serves not only as a visual communication medium but also as an effective educational tool in fostering a safer, more open, and supportive environment for children’s optimal growth and development.

5.2. Recommendations

The author recommends that this educational campaign be conducted more frequently in the future and targeted at parents in Kejawan Putih Tambak, and that it involve more stakeholders so that the campaign’s message can have a more tangible impact on the community. Additionally, the author hopes that the campaign’s reach will be expanded to further reinforce the message intended by this campaign.