

CHAPTER 5 CONCLUSION

5.1 Conclusion

Thus, the design of this social campaign was prepared as an effort to increase parental awareness about the importance of limiting sugar consumption and start implementing a healthy lifestyle in children under five years old to prevent the risk of diabetes at an early age. It is hoped that this campaign message can provide an increase in understanding that is easier for parents to accept about maintaining a healthy diet and lifestyle in toddlers aged 2-5 years. Through a visual approach and messages that are designed to be effective and informative, with aspects of visual communication strategies that are engaging, persuasive, and easy to understand. So as to foster community participation, in building positive environmental changes to support healthy lifestyle habits in children.

5.2 Suggestions

The author realizes that this design also still has limitations both in terms of media development and in the strategies used in communication applied through campaign media. Therefore, it is hoped that there will be further development, both in the form of media implementation and refinement of campaign concepts in order to have a wider and sustainable impact.