

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the research findings and the design process conducted, it can be concluded that impulsive buying behavior among young women aged 20–25 is a problem influenced by a consumerist lifestyle, the ease of digital transactions, social media trends, and a lack of habit in managing finances in a planned manner. These conditions highlight the need for educational media capable of conveying financial messages in an engaging, relevant, and easily understandable way to the target audience.

Using the Design Thinking method comprising the stages of empathize, define, ideate, prototype, and test this study produced a digital social campaign titled “My Cash Crush” as a financial education medium based on the Instagram social media platform. The selection of Instagram as the primary medium was based on the high intensity of its use by young women, making it an effective channel for delivering the campaign’s message.

The campaign’s visual concept was designed with a modern, communicative approach that resonates with the audience’s daily lives. The use of eye-catching colors, easy-to-read typography, supporting illustrations, and the characters Moca and Croni serve as key elements in building the campaign’s identity. These characters represent the target audience and convey educational messages, making financial content which can often feel serious more lighthearted, enjoyable, and accessible. The campaign materials are structured in stages, starting with raising awareness about wasteful spending habits and the impact of impulse buying, basic financial management education such as budgeting and saving, and finally an introduction to basic investing for beginners. In addition to the primary medium Instagram feeds the campaign is supported by Reels, Instagram Stories, merchandise, visual booklets, and other supporting media to expand the message’s reach.

The design results demonstrate that visual communication design plays a crucial role as a creative solution in conveying financial literacy issues to the younger generation. With the right visual approach, educational messages can be more easily understood, capture attention, and encourage the audience to begin adopting wiser financial behaviors. Therefore, the “My Cash Crush” digital social campaign is expected to serve as an effective educational medium while making a positive contribution to enhancing financial awareness

among young women in the digital age.

5.2 Recommendations

Based on the design results, the public—particularly young women—is expected to better understand the importance of personal financial management and be able to distinguish between needs and wants to avoid impulsive buying. Awareness in managing expenses is the first step toward building healthier and more planned financial habits.

Educational institutions are also expected to play a role in improving the financial literacy of the younger generation through seminars, training, and the use of digital media as educational tools. With financial education starting early, it is hoped that students and teenagers will be able to manage their finances independently. For visual communication design practitioners, it is hoped that they will continue to create social campaigns that are creative, communicative, and aligned with evolving societal behaviors. The use of engaging and relevant visual media will help make the delivery of educational messages more effective and easier for the audience to accept.

Additionally, for future researchers, this study is expected to be further developed by measuring campaign effectiveness based on social media engagement levels and changes in audience behavior following exposure to campaign messages. Subsequent research could also expand the target audience to include different age groups and backgrounds. Finally, future campaign management is expected to be conducted sustainably with content updates that follow digital trends and audience needs. Thus, financial education campaigns can continue to evolve, reach a wider audience, and provide a continuous positive impact.