

BAB V CONCLUSION

1.1 Conclusion

This educational campaign was designed in response to the increasing intensity of gadget use among children aged 5-10 years which has the potential to have an impact on children's eye health. This design utilizes creative activities as an educational medium which is manifested in the form of educational board games which provides information about the importance of maintaining eye health from an early age against excessive use of gadgets. This campaign was carried out online through Instagram and offline with the Puskesmas Porong in Posyandu activities involving parents and children.

The "AKSI GEMAS" campaign received a positive response from parents and children involved in the activity. The introduction of educational boardgames as the main medium of the campaign is one of the attractions, Because it is able to present a fun learning process. The results of the design show that interactive and fun media such as board games can be an effective alternative media for children, as well as the process of delivering educational messages that are easy to understand. The involvement of parents in play activities strengthens the role of the family as the main environment in forming good gadget use habits. Through this educational boardgame media, It is expected to increase awareness of the importance of maintaining children's eye health and encourage the implementation of wiser use of gadgets.

1.2 Suggestion

After carrying out the "AKSI GEMAS" campaign activities, several evaluations and suggestions for future development were obtained.

1. For healthcare institutions, It is expected that educational activities regarding children's eye health can be done in a sustainable manner and reach more levels of society. This is important to build awareness about the impact of gadget use on early childhood eye health.

2. For the University, Provide more optimal support for social campaign design, So that the resulting works can be implemented in real terms to the community and realized properly. In addition, Assistance and access to cooperation are needed with related agencies to facilitate students in the design process to the campaign implementation stage.
3. For readers who have read the design of this educational campaign, both those who have children and those who are preparing to become parents. It is hoped that they can be wiser in managing screen time for children. Implement alternative activities that are interactive and educational in the home environment, to reduce the use of gadgets so that the eyes remain healthy and avoid visual impairment from an early age.
4. For the author, continue to develop media and campaign strategies that are more innovative and adaptive to the times. Evaluation of the shortcomings in this design is important so that the design of similar campaigns in the future can provide more effective impact on society.