

CHAPTER V CONCLUSION

5.1 Conclusion

Based on the research findings and design process that have been conducted, several important aspects need to be considered in designing visual educational media regarding the preservation of the Javanese Edelweiss (*Anaphalis javanica*), particularly for the target audience of teenagers to adults who have an interest in outdoor and hiking activities.

The results of interviews, literature studies, and questionnaires revealed that the primary issue in preserving the Javanese Edelweiss is not only the public's lack of knowledge about the flower itself, but also the low level of awareness regarding the impacts of flower-picking and habitat destruction in the wild. In addition, the available educational media are still dominated by scientific and text-heavy materials, making them less attractive and less communicative for the general public, especially hikers.

Based on these findings, the design process should emphasize the use of visual approaches capable of presenting information in a light, communicative, and engaging manner without reducing its educational value. Therefore, illustration was selected as the primary medium because it can help explain the biological and ecological information of the Javanese Edelweiss in a way that is easier to understand while simultaneously building readers' visual interest.

In addition to illustration, the selection of visual elements such as layout, typography, color, and media format must also be adjusted to the characteristics of the target audience. The use of a simple and informative layout is necessary to ensure that information can be easily read and understood. Earth-tone colors and natural visual nuances are used to represent the mountainous habitat of the Javanese Edelweiss while strengthening the visual atmosphere related to nature and conservation themes. Meanwhile, the A5 book format was selected because it is more practical, lightweight, and suitable as a field educational medium for hikers.

Technically, maintaining a balance between visual elements and text is an important aspect in designing an educational illustration book so that the information does not feel overly dense while remaining informative. The presentation of detailed illustrations regarding the morphology, habitat, and threats faced by the Javanese Edelweiss also needs to be carefully considered so that educational and conservation messages can be delivered more effectively.

The direction of the educational illustration book design for the Javanese Edelweiss is determined based on research findings regarding the needs of the target audience, the conservation issues faced by the Edelweiss in the field, and the need for educational media that are more communicative and visually engaging in order to support increased awareness regarding the preservation of Indonesia's endangered endemic flora.

5.2 Suggestions

The design of this educational illustration book on the Javanese Edelweiss (*Anaphalis javanica*) still contains various shortcomings and limitations, both in terms of visual aspects, media format, and information delivery. Therefore, it still has significant potential to be further developed in future research or design projects.

From a visual perspective, the illustrations within the book can still be improved in greater detail, particularly in the exploration of habitat visuals, variations in illustration composition, and the development of visual narratives so that the reading experience becomes more immersive and engaging. In addition, the consistency of the visual style, layout exploration, and the refinement of other design elements can also be further enhanced in order to achieve a more optimal visual quality for the media.

In terms of media format, this illustration book is still limited to conventional printed media, resulting in limited reader interactivity. Therefore, the development of technology-based media such as Augmented Reality (AR), interactive digital media, and the integration of QR codes connected to educational videos, audio, or animations could become potential developments to enhance readers' learning experiences while strengthening the delivery of information regarding the conservation of the Javanese Edelweiss.

Furthermore, the development of supporting media such as educational websites, interactive social media platforms, motion graphics, and digital applications may also be considered in order to expand the dissemination of information regarding the preservation of the Javanese Edelweiss to a broader audience, particularly younger generations.

From the perspective of informational content, further development regarding mountain ecosystems, the conservation of other Indonesian flora species, and direct conservation activities could also be added so that the educational media becomes more comprehensive.

Thus, it is hoped that further development of this educational media will not only improve the visual quality and interactivity of the medium, but also provide a more effective educational impact in increasing public awareness regarding the preservation of the Javanese Edelweiss within its natural habitat.