

BAB V

KESIMPULAN

A. Kesimpulan

Perancangan Kampanye Daring untuk Mencegah Glorifikasi Gangguan Mental ini bertujuan untuk mengedukasi audiens tentang fenomena glorifikasi gangguan mental dan dampaknya, dengan harapan tercapai perubahan perilaku audiens. Tujuan kampanye dapat dicapai dengan konsep media dan strategi kreatif yang disesuaikan dengan tahapan kampanye. Tahap identifikasi; dicapai dengan identitas visual kampanye yang jelas dan mudah diingat, tahap legitimasi; tidak hanya menyampaikan pesan berupa larangan/imbauan, namun juga menjelaskan gagasan yang ingin disampaikan secara terstruktur, tahap partisipasi; dicapai dengan pemilihan media yang interaktif, dan tahap distribusi yang dicapai dengan pemilihan dan penempatan kampanye di media yang mudah diakses dan dibagikan.

Dalam perancangan terdapat perubahan media terpilih dari judul 'kampanye visual' ke 'kampanye daring'. Sebelumnya perancangan menggunakan *merchandise* sebagai media pendukung kampanye, namun kemudian digantikan dengan stiker GIF dengan pertimbangan bahwa media daring lebih mudah diakses dan stiker dapat menjadi unsur *call to action* dalam kampanye yang efektif.

B. Saran

Perancangan ini dibatasi oleh data sampai tahun 2020 dan dilakukan dengan media daring saja. Kampanye berpotensi untuk dilanjutkan sebagai *ongoing campaign* di tahun-tahun berikutnya, guna mengangkat isu-isu kesehatan mental yang juga terus berubah seiring perkembangan lanskap media dan tingkat kesadaran masyarakat terhadapnya.

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Indeks Foto Repro

Yellow danger sign on a black striped wall

Sumber: https://www.freepik.com/free-photo/yellow-danger-sign-black-striped-wall_8507099.htm#page=1&query=warning%20sign&position=8

Aerial shot of sea waves hitting the sandy shore

Sumber: https://www.freepik.com/free-photo/aerial-shot-sea-waves-hitting-sandy-shore_7957336.htm#page=1&query=wave&position=25

Portrait young man thinking, trying hard to remember something looking focused

Sumber: <https://www.freepik.com/free-photo/portrait-young-man-thinking-trying-hard-remember-something-looking-focused-fingers-temptles-isolated-pink-background-negative-emotion-facial-expressions->

short-term-memory-

loss_10786030.htm#page=1&query=FORGETFUL&position=32

Rubber puzzles in mess

Sumber: [https://www.freepik.com/free-photo/rubber-puzzles-](https://www.freepik.com/free-photo/rubber-puzzles-mess_1343362.htm#page=1&query=CLUTTER&position=1)

[mess_1343362.htm#page=1&query=CLUTTER&position=1](https://www.freepik.com/free-photo/rubber-puzzles-mess_1343362.htm#page=1&query=CLUTTER&position=1)

Frustrated young man massaging his nose and keeping eyes closed while working

Sumber: [https://www.freepik.com/free-photo/frustrated-young-man-](https://www.freepik.com/free-photo/frustrated-young-man-massaging-his-nose-keeping-eyes-closed-while-working_2455300.htm#page=1&query=fatigue&position=21)

[massaging-his-nose-keeping-eyes-closed-while-](https://www.freepik.com/free-photo/frustrated-young-man-massaging-his-nose-keeping-eyes-closed-while-working_2455300.htm#page=1&query=fatigue&position=21)

[working_2455300.htm#page=1&query=fatigue&position=21](https://www.freepik.com/free-photo/frustrated-young-man-massaging-his-nose-keeping-eyes-closed-while-working_2455300.htm#page=1&query=fatigue&position=21)

Close up portrait of a furious pretty woman

Sumber: [https://www.freepik.com/free-photo/close-up-portrait-furious-pretty-](https://www.freepik.com/free-photo/close-up-portrait-furious-pretty-woman_7439706.htm#page=2&query=scream&position=33)

[woman_7439706.htm#page=2&query=scream&position=33](https://www.freepik.com/free-photo/close-up-portrait-furious-pretty-woman_7439706.htm#page=2&query=scream&position=33)

Happy face and sad faces

Sumber: [https://www.freepik.com/free-photo/happy-face-sad-](https://www.freepik.com/free-photo/happy-face-sad-faces_973756.htm#page=1&query=sad&position=14)

[faces_973756.htm#page=1&query=sad&position=14](https://www.freepik.com/free-photo/happy-face-sad-faces_973756.htm#page=1&query=sad&position=14)

Hand holding a smartphone with blank screen and white background

Sumber: [https://www.freepik.com/free-photo/hand-holding-smartphone-](https://www.freepik.com/free-photo/hand-holding-smartphone-with-blank-screen-white-background_987727.htm#page=1&query=holding%20phone&position=2)

[with-blank-screen-white-](https://www.freepik.com/free-photo/hand-holding-smartphone-with-blank-screen-white-background_987727.htm#page=1&query=holding%20phone&position=2)

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Technological devices with coffee mug

Sumber: [https://www.freepik.com/free-photo/technological-devices-with-](https://www.freepik.com/free-photo/technological-devices-with-coffee-mug_1199237.htm#page=1&query=ipad&position=3)

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Set of hands with thumbs up

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Miniature people on a jigsaw puzzle

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Person holding white puzzle

[https://www.freepik.com/free-photo/person-holding-white-puzzle-](https://www.freepik.com/free-photo/person-holding-white-puzzle-pieces_5598494.htm#page=1&query=help&position=40)

[pieces_5598494.htm#page=1&query=help&position=40](https://www.freepik.com/free-photo/person-holding-white-puzzle-pieces_5598494.htm#page=1&query=help&position=40)

White grid puzzle with missing puzzle piece

https://www.freepik.com/premium-photo/white-grid-puzzle-with-missing-puzzle-piece-blue-backdrop_5015175.htm#page=1&query=puzzle&position=12

Crop hands in tight grip

https://www.freepik.com/premium-photo/crop-hands-tight-grip_2104875.htm#page=1&query=help&position=2

Blue and red t shirts

https://www.freepik.com/premium-photo/blue-red-t-shirts_1466391.htm#page=2&query=label+tag&position=2

Psychologist showing happy and sad to little girl

https://www.freepik.com/free-photo/female-psychologist-showing-happy-sad-emotion-face-cards-little-girl_3717102.htm#page=1&query=psychology%20clinic&position=48

House of worship

https://www.freepik.com/free-photo/church_1242864.htm#page=1&query=house%20of%20worship&position=27

Hospital building

https://www.freepik.com/free-photo/hospital-building_1093649.htm#page=2&query=hospital+building&position=26

Shopping trolley with packets

https://www.freepik.com/free-photo/shopping-trolley-with-packets_3156241.htm#page=2&query=merchandise&position=9

Old wooden frame

https://www.freepik.com/free-photo/old-wooden-frame_976276.htm#page=1&query=vintage%20art%20frame&position=39

Golden justice scale

https://www.freepik.com/free-photo/golden-justice-scale-front-lawyer-reading-book-table_3114863.htm#page=1&query=scale&position=3