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## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the results of the program implementation, it can be concluded that the strategy is designed effectively in increasing the interaction of the target audience with the brand. The aspects assessed in this program so that it can be declared successful are :

- a. There is an increased in interaction between consumers with content, namely an increase in visit ratio of 40.18%, follow ratio of 50%, engagement rate of 50%, positive factor engagement by 67, number of replies by 19, share by 12, and profile visit by 15.
- b. There is an increased in the number of followers on partner Instagram accounts, which amounted to 93 followers.
- c. There is an improved message communication between partners with potential new customers as many as 16 people.

#### 5.2 Suggestion

For the next program execution, the author recommends to:

- a. Explore the Development of Digital Marketing Techniques to Answer Problems in the Changing Times.

Because the science of marketing, especially on Instagram is a dynamic science, it is necessary to realize that persistence to learn or explore new things is very important for digital marketing implementers. So that marketing effectiveness can continue to increase, businesses can survive, and not be left behind by the speed of changing trends and technology.

b. Seriously Understand that Marketing Is Different from Sales.

Don't forget that this program is "digital marketing" that aims to build long-term relationships with consumers so that consumers are bonded with us and can be loyal to our brand. This program is not a "digital sale" that focuses only on increasing sales but not building relationships with consumers so that consumers will easily leave our brand.

Therefore, this program is called a digital marketing program that is organic, so it takes along period of time (at least 6 months) to feel a large increase and there needs to be consistency in maintaining account performance.

c. Consistent and Varied Posting Schedule.

Remembering that Instagram's algorithm attaches importance to consistency and interactive content, it is best to create a schedule of posts to plan the type of content to be shared so that it can continue to be consistent and the content is not boring for the audience.

d. Commitment Agreement with Partner.

To avoid miscommunication with partners in conducting the program, the executor should made a commitment agreement at the beginning which explain the details about the activities and purpose of the program, what is the regulation that need to be obeyed, and what is the risk of conducting the program.



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