

CHAPTER V

CLOSING

This chapter is the final section of the research and provides the conclusions drawn from the analytical results presented in the previous chapter. The conclusions are compiled based on the formulation of the problem and the research objectives that were established at the beginning, and this chapter shows that the project was successful in achieving its goal of increasing Etto Dessert brand attribute awareness and sales. This chapter also includes the conclusion, suggestions, and implications of the capstone project findings. Overall, the purpose of this chapter is to summarise the essence of the research and provide direction for future research.

5.1 Conclusion

During the implementation of this capstone project, which focuses on increasing awareness of brand attribute and sales of Etto Dessert Semarang, the strategy implemented has succeeded in achieving and even exceeding the previous target of the objective. The main objective of this project is to increase brand attribute awareness of Etto Dessert based on pre-post forms and eventually increase the sales. The target audience of the project is upper middle class students, university students, until early workers in the Semarang area, with positioning that emphasized the value of Japanese inspired, Togetherness, Premium, and Youthful. Various tactics have been implemented to support this strategy, namely: advertising, content marketing, user generated content (UGC), public relation (community relation), sales promotion, and event marketing (Patch Your Memories). The role of author as a media planner and social media officer also has

an influence on increasing engagement on the Etto Dessert social media (Instagram & TikTok) as the main content marketing media where every promotion carried out also adapts aspects of the value proposition itself.

The results show that the tactics used are effective and successfully achieved the objective of increasing the awareness and sales of Etto Dessert Semarang. As many as 70.31% respondents from the post survey have answered the elements that Etto Dessert wanted to convey right. Not only that, the target of the increased sales was also achieved through the event activation and digital activation even though there's no event activation in the second month. This research shows that combining persuasive messages, youthful visual branding, and clear positioning can boost Etto Dessert Semarang's brand awareness. Furthermore, the use of Content Marketing in conjunction with Instagram Ads became a very powerful instrument for driving engagement, while the use of Vouchers became the most effective tool for driving sales.

5.2 Recommendation of the Program Finding Yuki

5.2.1 Recommendation of Finding Yuki Campaign for the Role Media Planner

As a Media Planner, author encountered several obstacles and challenges during the campaign especially in the importance of strategic alignment as mentioned in Belch & Belch in their book "Advertising and Promotion: An Integrated Marketing Communications Perspective 13th Edition" that is published in 2024.

In this book, they mentioned that effective media planning must integrate flexibility, contingency strategies, and continuous optimization to address unexpected disruptions. Technical failures in Instagram Ads and timeline delays demonstrate the need for adaptive media scheduling, consistent with Belch & Belch discussion of media strategy decisions that mentioned there's need to adjust continuity, timing, and placement when external factors shift.

The recommendation that author could give to future campaign program is to prepare for alternative posting plans, diversifying the ad channel and addressing the issue of upfront ad payments, and prepare backup media schedules as a media planner so author as media planner can anticipate the challenges from external such as the demonstration that happened on August 2025, platform instability, and message delivery barriers.

5.2.2 Recommendation of Finding Yuki Campaign for the Role Social Media Officer (SMO)

The obstacles encountered as SMO, particularly platform errors and audience inquiries that also in line with Belch & Belch explanation of interactive digital media where there needed real-time responsiveness and two-way communication. According to the book, effective digital communication need reducing noise, improving feedback flow, and enhancing message clarity, all are the

things that could not be controlled fully by author if there's issues on Instagram application technical issues.

The recommendation for future campaign is that there may be need for doing a real-time Frequently Asked Question (FAQ) and prepared responses for Instagram Direct Message that oftenly similar. This preparation is also in line with the Communication Process model in Belch & Belch Book. It is mentioned that maintaining accuracy and immediacy strengthens the feedback loop, reducing miscommunication and increasing message effectiveness. Furthermore, the emphasis on responsiveness and presence reflects the book's discussion on social media engagement, where timely interaction enhances consumer attitude.

To further help evaluate the impact of the Etto Dessert campaign and strengthen future recommendations, the capstone project team conducted a cross-sectional survey targeting Etto Dessert's Instagram audience. The data collection gathered 32 responses and aimed to understand respondents' awareness of Etto Dessert's product offerings, brand identity, and exposure to Etto Dessert's digital content across platforms. This survey is shared through certain platforms: community group and Instagram story. The respondents aged from 18-25. Among them, 62.5% are women and 37.5% are men. These insights serve as important baseline data

to measure the effectiveness of Etto Dessert’s communication efforts and identify areas for improvement.

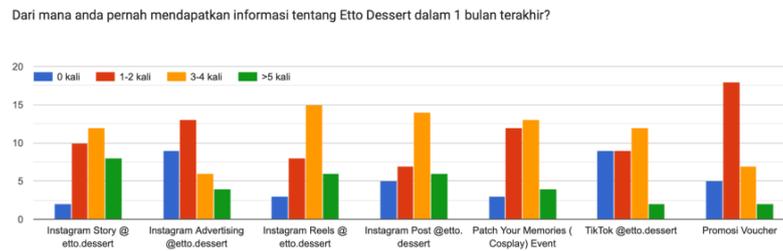


Figure 5.1 Questions Regarding The Frequency of Etto Dessert Content

The first question explored how frequently respondents had encountered Etto Dessert’s content across various media channels in the past month. Although this question did not have a right or wrong answer, it provided insight into Etto Dessert’s media exposure. Instagram Reels and Instagram Posts received higher frequencies of 3–4 times and >5 times compared to Instagram Stories, TikTok, or the Patch Your Memories (Cosplay) event. Meanwhile, voucher promotions showed a high number of respondents selecting “0 times,” indicating that promotional offerings have not been effectively reaching or resonating with the audience. These patterns suggest that Instagram remains the strongest platform to disseminate Etto Dessert’s content, with Reels and Feed Posts performing better than other channels. However, the uneven distribution of exposure

indicates the need for a more consistent and strategic media mix to maximize visibility across touchpoints.

Dari beberapa hal di bawah ini, mana yang menggambarkan Etto Dessert? (boleh lebih dari 32 responses)

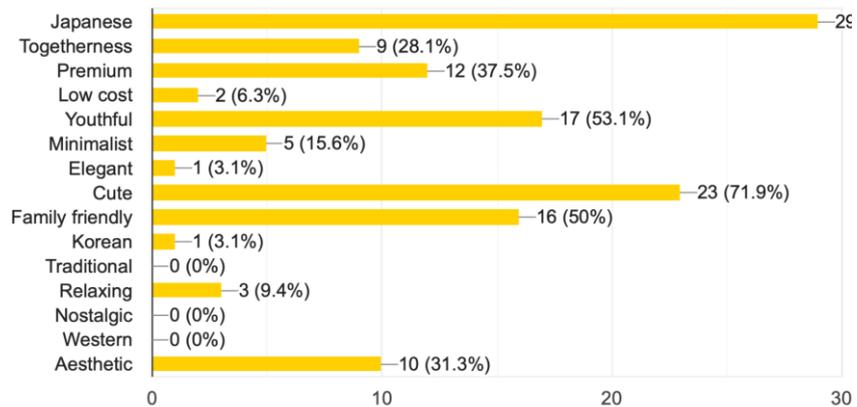


Figure 5.2 Questions Regarding The Awareness of Etto Dessert Value

The second question assessed how accurately respondents understood Etto Dessert’s brand identity. The correct brand descriptors were Japanese, Togetherness, Premium, Youthful, and Cute. The findings showed that Japanese (90.6%) and Cute (71.9%) were the strongest associations, followed by Youthful (53.1%) and Premium (37.5%). Meanwhile, only 28.1% selected Togetherness, suggesting that this core brand value has not been effectively communicated. Although respondents overall demonstrate a clear grasp of Etto Dessert’s Japanese and youthful positioning, the low visibility of the “Togetherness” aspect highlights an opportunity to create more narrative-driven content emphasizing Etto Dessert as a place to share moments and enjoy desserts with others. Improving

this association can enhance emotional branding and strengthen relational connections with the audience.

Dari semua product Etto Dessert, manakah product yang dijual Etto ?
32 responses

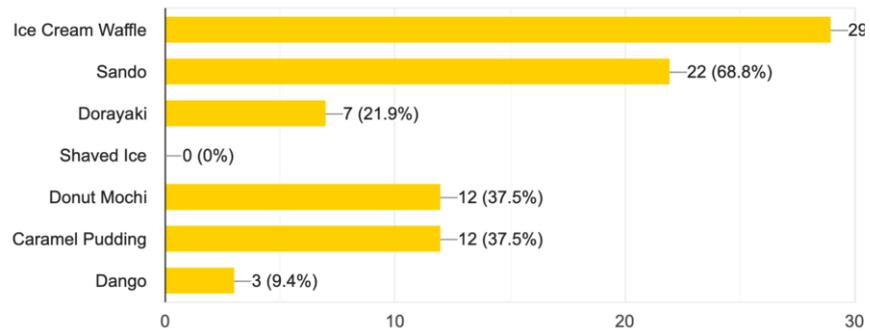


Figure 5.3 Questions Regarding The Awareness of Etto Dessert Products

The third question in the questionnaire assessed whether audiences correctly recognized the products sold by Etto Dessert. The correct products included Ice Cream Waffle, Sando, Dorayaki, Donut Mochi, and Caramel Pudding. Based on the results, Ice Cream Waffle (90.6%) and Sando (68.8%) were recognized the most, followed by Donut Mochi (37.5%) and Caramel Pudding (37.5%). Dorayaki was identified by 21.9% of respondents. Although the majority correctly identified the main products, the relatively lower recognition of Dorayaki, Donut Mochi, and Caramel Pudding suggests that these items require stronger visibility within Etto Dessert's promotional materials. This indicates that while Etto Dessert holds strong product recall in its flagship menu, there remains room to reinforce awareness of the full product range to drive more informed purchase decisions.

From these results, it can be concluded that Etto Dessert's audience has a solid understanding of its flagship products and Japanese-inspired identity; however, additional improvements are needed to elevate brand clarity, strengthen under-recognized menu items, and streamline content distribution. Therefore, the author provides the following suggestions for Etto Dessert's future campaign strategies:

5.2.3 Recommendation for Future Campaign

1. Before starting a campaign for an FnB business like Etto Dessert that has a wide range of target market and audience, it is important to do research about each segment of audience to know which target market is more impactful. This will help ensure the message is delivered well and to the right target market.
2. For future campaigns, author wanted to be more explorative and have more event activation since based on the campaign, event activation could gain a lot of exposure and also sales at the same time. Author would also like to explore more on using micro-KOLs as a guest list for the event, not only for promoting Etto Dessert in general through contents.
3. For digital activation in the future, the tagline and storyline need to be portrayed more and consistently. Since there's some obstacles in this campaign such as the reduction of team members that make the

media plan differ and need some adjustment, the storyline couldn't be portrayed and delivered very well.

5.2.4 Recommendation for Etto Dessert

As a Media Planner and Social Media Officer, the author provides several recommendations to further optimize Etto Dessert's communication and content strategy:

1. Etto Dessert is encouraged to increase the production of original, real-product content rather than relying predominantly on AI-generated visuals. Showcasing authentic product visuals can strengthen credibility, enhance audience trust, and improve the overall brand experience. In addition, Etto Dessert needs to prioritize Reels as the main content format due to its higher engagement performance and algorithmic advantage in reach distribution. The brand is also encouraged not to rely solely on KOL-driven communication, but to balance it with consistent in-house content production that highlights the uniqueness of Etto Dessert's products and brand identity.
2. The author also recommends that Etto Dessert be active across both major platforms, Instagram and TikTok rather than concentrating mainly on Instagram. Maintaining presence on multiple platforms will allow the brand to capture a wider audience segment, respond more quickly to viral trends, and diversify its content distribution strategy. Furthermore, Etto Dessert should strengthen the

consistency of its key messaging to ensure that its brand values and campaign themes remain memorable, recognizable, and easily recalled by the audience. A unified key message across platforms will improve communication clarity and reinforce Etto Dessert's positioning in the minds of consumers.

3. From a creative and copywriting standpoint, the author recommends intensifying the use of persuasive messaging in captions, taglines, and narrative-driven content. Persuasive elements such as emotional appeal, social proof, and urgency can be incorporated to encourage audiences to take action, whether by visiting the store, engaging with the content, or trying new menu items. The author also advises that Etto Dessert remain responsive to social media trends by applying a riding-the-wave approach. By contextualizing Etto Dessert's key message within ongoing trends, the brand will be able to connect more naturally with younger, digitally active audiences while still upholding the essence of its campaign values.
4. Finally, collaboration content is recommended as a strategy to broaden reach and strengthen brand credibility. Working with relevant communities or local creators who share similar values can help Etto Dessert tap into new audience groups and build stronger brand associations. Increasing the frequency of content production, especially through Instagram Reels will also enhance visibility and engagement, as this format aligns well with current audience

behavior and algorithmic preferences. Through these strategies, Etto Dessert can further amplify its communication effectiveness, enhance audience engagement, and solidify its presence within the competitive dessert market.

5.3 Implication

The implications of this capstone project demonstrate that a strategic and well-structured Integrated Marketing Communications (IMC) approach supported by consistent key messaging, visually appealing content, and accurate media selection plays a crucial role in strengthening brand awareness and improving audience recall for a consumer brand such as Etto Dessert. As a Media Planner and Social Media Officer, these findings reinforce the importance of understanding audience perception to develop effective content strategies, select relevant communication channels, and shape a brand narrative that aligns with the identity of Etto Dessert. The strong alignment between the brand values identified by respondents (Japanese, Premium, Youthful, Cute, and Togetherness) and Etto's intended positioning highlights the effectiveness of maintaining message consistency across all content and platforms.

Furthermore, the data illustrates the significant impact of digital marketing particularly through Instagram Reels and frequent organic content in enhancing audience engagement within the food and beverage sector. The high recognition of Etto's core products, combined with the frequency of exposure from Instagram Stories, Ads, and Reels, indicates that visually driven storytelling and platform-

specific optimization are essential to maximize reach. For a brand that targets young and trend-sensitive audiences, these results emphasize the strategic role of social media not only as a promotional tool but also as a key driver in shaping consumer interest and influencing purchase behavior.

These insights also highlight the importance of authentic content production, trend responsiveness, and multi-platform activity—elements that fall within the responsibilities of a Media Planner and Social Media Officer. The ability to create real-product visuals, ride emerging trends, and maintain active communication across both Instagram and TikTok contributes directly to increased brand visibility, emotional familiarity, and consumer trust. In the broader context of communication science, the findings affirm how data-driven content planning, persuasive messaging, and consistent visual branding can enhance brand equity and support long-term sales growth. Moving forward, these implications may serve as a foundation for Etto Dessert to expand its digital presence and sustain competitive relevance through emotionally engaging, visually strong, and strategically designed communication activities.