

## **CHAPTER V**

### **CLOSING**

This chapter will discuss the results and evaluation of the by.U On The Move & by.U Inter-School Digital Challenge Campaign. This chapter concludes the results, provides recommendations and tactical implementations, and offers further context regarding the program's implications.

#### **5.1 Conclusion**

The "by.U On The Move" campaign successfully achieved three main objectives that were previously set, namely reducing students' perception of risk toward by.U, increasing usage interest, and encouraging an increase in the number of active users. This success is supported by the implementation of the Integrated Marketing Communication (IMC) strategy with an approach based on the AIDA stages (awareness, interest, desire, action).

In detail, the tactics implemented include media relations, crisis management, social media marketing, influencer marketing, consumer sales promotion, event marketing, and direct selling. At the awareness stage, the most effective tactic in reducing risk perception is social media marketing through Informative and Educative Content, as well as event marketing in the form of booths like "Dart's The Fact," "Entertainment Centre," and the by.U product booth. At the interest stage, influencer marketing becomes the most effective tactic through collaboration with content creators among students who have an audience of 4,777 followers, successfully creating a close and relevant impression with the target audience. Additionally, the presence of the interactive booth "Entertainment Center" and the by.U product booth also strengthened students' interest in the products. Meanwhile, at the action stage, the direct selling tactic at the by.U product booth, which operated during each roadshow, proved to be very effective in driving sales. The presence of a free trial SIM Card program accompanied by activation assistance allows students to gain direct usage experience and simplifies the sales process. As a result of this tactic, 37 SIM cards were sold, generating a total sales value of Rp1,634,000, which also contributed to the increase in the number of active by.U users. The implementation of the PESO model also ran optimally through the use of owned media to disseminate brand information and education, with a total of 57 published

contents. Additionally, the use of shared media was realized through 27 content collaboration posts with the official Telkomsel account, OSIS/MPK social media, and influencer marketing support. The integration of various media channels strengthens the effectiveness of the campaign and contributes to the achievement of all the set goals.

## **5.2 Suggestion**

During the preparation of the by.U On The Move and by.U Inter-School Digital Challenge campaigns, there are several operational and strategic challenges were encountered. Based on those experiences, the following suggestions are proposed for the future practitioners who planned to implement similar youth-centered telecommunication campaign within school environment.

First, careful selection of media partners are essential. It is crucial and important to ensure that every media partner is fully committed to post all agreed collaboration content until the end of the campaign period. Giving a clear alignment regarding posting schedules, collaboration format should be agreed and written at the beginning of the partnership agreement. This will ensure that the online exposure is evenly distributed across all campaign content, that will prevent inconsistencies in reach and engagement. Early confirmation of commitment also minimizes the risk of incomplete content publication that could reduce the overall campaign impacts.

Second, campaign timing and time allocation must be strategically planned. This campaign coincided with final examination periods and year end academic activities, which significantly affected responsiveness and participation levels within schools. For future campaigns, it is very much recommended to avoid peak academic periods. Adequate preparation time will allow greater coordination between the school stakeholders and the campaign team. Strategic timing is very much critical in school based campaign, where academic priorities heavily influence student availability and contribution to the campaign activities.

Third, direct utilization of the official @tselsmg instagram account is highly recommended for future activations. Posting directly from the official regional Telkomsel account could increase the credibility of the campaign, expand exposure, and provides greater flexibility in content scheduling. Not only that, the usage of engagement metrics such as impressions, reach and interaction rates could be monitored from before and after

campaign. The use of an official account not only strengthens brand authority but also enhances measurement transparency for pre and post campaign evaluation.

These recommendations highlight the importance of stakeholder alignment, strategic timing, and optimized media utilization in executing integrated communication campaigns with the educational institutions. By refining these aspects, the future campaign could achieve stronger and greater exposure, and a smoother operational coordination.

### **5.3 Implication**

The program that has been proposed has direct implications for the primary stakeholder, that being .U by Telkomsel, specifically with regards to the high school segment found in Semarang. This can be seen with regards to three main dimensions, namely digital performance impact, perceptual transformation, and behavioral transformation.

From a digital performance perspective, the campaign successfully gives a total of 112,593 Instagram impressions across the owned and influencer collaborative content. This level of exposure indicates that the integrated media strategy effectively amplified brand visibility within the targeted school ecosystem. The right combination of media partner collaboration, influencer collaboration and distribution through official channels has strengthened brand presence.

In terms of behavioral conversion, the campaign achieved a notable accomplishment with respect to the number of active by.U users. Specifically, the campaign resulted in the number of active users increasing from 46 students to 117 students across the four targeted schools. Such a finding illustrates a progression from awareness and attitudinal change to actual product adoption. As such, the campaign's achievement with respect to the number of active users serves to validate the effectiveness of the campaign's communication strategy.

The aforementioned implications serve to collectively illustrate the effectiveness of integrated school-based communication strategies. For the by.U by Telkomsel campaign, the campaign serves to offer valuable insights with respect to the effectiveness of utilizing experiential marketing strategies to achieve a stronger level of market penetration within the high school student demographics.