

BAB V

CONCLUSION

5.1 Conclusion

This research concludes that the use of Instagram by @SotoBangkongPakubuwono is highly effective in building brand awareness and recognition among its audience. The findings highlight the importance of consistent visual content, the integration of strong branding elements, and the use of emotional narratives that resonate with the audience. These strategies have contributed to a positive brand image and improved brand recall.

The majority of respondents showed strong engagement with the content, indicating that Soto Bangkok has successfully created an emotional connection with its customers and built a reputation for quality. However, there is room for further strengthening the emotional bond with some audience members who have not yet fully engaged. Additionally, diversifying the content will help expand the brand's reach and involvement with a broader audience.

Overall, Instagram has proven to be a powerful tool for raising Soto Bangkok Pakubuwono's brand awareness. However, to maintain long-term customer loyalty, ongoing content development and consistent interaction with the audience are necessary to keep the brand fresh and appealing.

5.2 Recommendations

1. Diversify Content to Increase Engagement

While the research shows high levels of engagement with most of the audience, there is an opportunity to expand reach by diversifying the content types. Soto Bangkok could consider adding more variety in the content, such as video tutorials, behind-the-scenes footage, or customer stories to add depth and attract a wider audience segment.

2. Enhance Interaction with Followers

To maintain high engagement, it is crucial to continue interacting actively with followers. Soto Bangkok can increase the use of interactive features on Instagram Stories, such as polls, quizzes, or Q&A sessions, which can create a sense of involvement and deepen the two-way communication with the audience.

3. Increase Collaboration with Local Influencers

Given the influence of local influencers in extending brand reach, Soto Bangkok could further increase partnerships with local influencers or food bloggers who have a relevant following. This would help introduce the brand to a wider audience and strengthen positive perceptions of Soto Bangkok.

4. Strengthen Emotional Connections Through Stories and Testimonials

One of Instagram's strengths is its ability to tell stories. Soto Bangkok can continue to strengthen emotional connections with its audience through more personal narratives, such as the story behind the Soto Bangkok recipe, the founder's journey, or compelling customer testimonials. This can increase customer loyalty and make them feel more connected to the brand.

5. Optimize Hashtags and Location Tags

Consistent and relevant hashtag use has been shown to improve visibility. Soto Bangkok can optimize the use of specific hashtags, such as #SotoBangkongExperience or #SotoBangkongJakarta, and expand the use of location tags in every post to attract local audiences and tourists searching for culinary experiences in the area.

6. Monitor and Analyze Content Performance

To ensure the effectiveness of the social media strategy, it is important for Soto Bangkok to continuously monitor and analyze the performance of each piece of content. By utilizing Instagram's analytics tools, Soto Bangkok can gain insights into which types of content resonate most with the audience, the best times to post, and strategies that need to be adjusted to maintain or increase engagement.

