CHAPTER IV
RESULT ANALYSIS OF ADVERTISING, CONTENT MARKETING, SALES PROMOTION, PUBLIC RELATION AND EVENT PROGRAM

This section critically evaluates the author's dual roles as Project Leader and Strategist in the execution of the Sobat Sambat Pro campaign. The evaluation reflects upon the key achievements, encountered obstacles, resolution strategies, and learning outcomes from each role. The purpose of this reflective analysis is to assess personal performance against campaign objectives and to extract strategic insights for future professional development.

4.1 Evaluation of Program Effectivity

The program effectively met its primary goals, recording a 25% increase in brand awareness and generating 14 new sales for Sobat Sambat Pro. Based on the performance metrics and outcome data, the campaign successfully met and surpassed the sales target while making significant strides toward awareness building. The combined efforts of the promotional tactics resulted in 14 new client acquisitions—exceeding the initial goal of 12—with the breakdown being 7 conversions through digital vouchers, 5 through direct booth activations, and 2 organically driven by content promotion. Among these, sales promotion tools— particularly the voucher mechanism—demonstrated the highest conversion efficiency, proving that low-barrier, time-sensitive incentives remain a powerful driver for action in the health service sector. The journaling booth event, originally intended as an awareness tactic, not only offered experiential value but also demonstrated strong on-ground effectiveness by converting participants into actual users. These findings underline the dual importance of both emotional and tangible engagement, where tools that directly intersected with the user's lived experience (e.g., mental health journaling) were more likely to generate trust and service uptake.

In evaluating the effectiveness of the various marketing tools utilized to achieve the campaign objectives, content marketing—amplified through strategic advertising—emerged as the most influential tool in achieving reach and emotional

resonance, essential for raising awareness. Paid media generated a significant average reach of 13,862 per activation, a standout example was the "JUMBO" mental health reel, which cleverly leveraged the popularity of the trending Indonesian film "JUMBO." This single content piece went viral, generating nearly 40,000 views and over 6,000 likes, showcasing how trend jacking and contextual storytelling can yield extraordinary reach and resonance. The campaign exceeded expectations, achieving a 73% increase in engagement rate by reach, reflecting strong audience interaction and effective content resonance. Additionally, content reach rose by 317.33%, from 18,369 views (January–February) to 76,669 (March–April), highlighting the success of integrated promotional tactics. Furthermore, the follower growth target was marginally surpassed with a 5.13% increase, reinforcing the success of organic reach strategies. However, it was the strong narrative coherence, emotional resonance, and consistent visual branding in content marketing that primarily drove brand awareness and message retention among the target audience.

Table 4.1. Program Effectivity

Objective	Tools	Metrics	Target	Result
Increasing 25% Awareness of Sobat Sambat Pro	Content promotion	Number of contents upload	16	Achieved the creation and posted 7 Infographics, 9 Instagram Reels, 3 Instagram Story on PILAR PKBI Central Java's Instagram Account.
		Increase total engagement rate by reach	30%	Increased 73% total engagement rate by reach
		Increase total content reach	10%	Increased 317.33% total content reach from 18,369 (January-February) to 76,669 (March-April)

		Increase followers	5%	Increased 5.13% of Followers, from 5653 to 5943 Followers
		Collaborate with community	1	Achieved 1 community partner for collaboration content
		CTA Conversion	-	Achieved 2 new sales through content promotion
	Ads	Reach	2,850	Achieved average of 13,862 reach
	Public Relations & Sponsorship	Number of partnerships	4	Achieved 6 partnerships
		Number of media coverage	2	Achieved 4 media coverage
		Number of sponsorship value gained	IDR 1,500,000	Achieved Sponsorship IDR 1,550,000
	Journaling Event	Number of participants	15	Achieved 15 Participants
Achieve 12 New Sales of Sobat Sambat Pro	Sales promotion	40% from Booth Journaling event	12	Achieved 5 clients
		Voucher		Achieved 7 clients

To assess the effectiveness of the integrated communication campaign in increasing brand awareness of Sobat Sambat Pro, a paired pre- and post-campaign survey was conducted involving the same group of 54 respondents, aged between 20 and 23 years. This within-subject research design was employed to ensure consistency in the evaluation process and to accurately measure the changes in awareness attributable to campaign exposure. By utilizing a single cohort for both survey phases, the approach enabled a more controlled comparison, minimizing variability that often arises in cross-sectional designs. The instrument was distributed through online platforms prior to and following the campaign

implementation, allowing for a direct assessment of the communication program's influence on audience recognition, perception, and comprehension of the Sobat Sambat Pro brand.
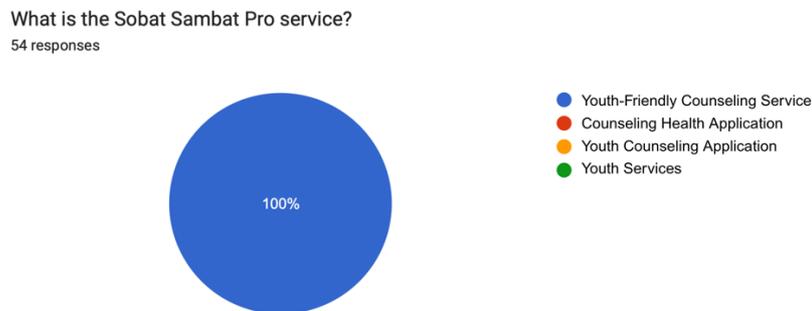
What is the Sobat Sambat Pro service?
54 responses

100%

- ● Youth-Friendly Counseling Service
- ● Counseling Health Application
- ● Youth Counseling Application
- ● Youth Services

Figure 4.1. Questions Regarding the Awareness of Sobat Sambat Pro

To assess the effectiveness of the integrated communication campaign in increasing brand awareness of Sobat Sambat Pro, a paired pre- and post-campaign survey was conducted using the same group of 54 respondents. This within-subject design allowed for a precise evaluation of how campaign exposure influenced audience recognition and understanding of the brand.

In the pre-campaign phase, only 7.4% of respondents were able to correctly identify Sobat Sambat Pro as a youth-friendly counselling service. This low baseline highlighted a substantial gap in awareness within the target demographic prior to any campaign intervention. Following the full deployment of the campaign—including content marketing, digital advertising, public relations, influencer collaboration, event activations, and limited-time sales promotions—the post-campaign survey revealed a significant improvement; 100% of respondents correctly identified the nature of the service.

This 1,252% increase in correct identification signifies a transformative shift in brand awareness and clarity, attributable directly to the communication campaign. The use of a within-subject approach adds methodological rigor, as it eliminates sampling variability and allows a direct measurement of change in individual awareness levels. These findings strongly affirm the campaign's success in delivering a consistent, clear, and compelling brand message to its intended audience.
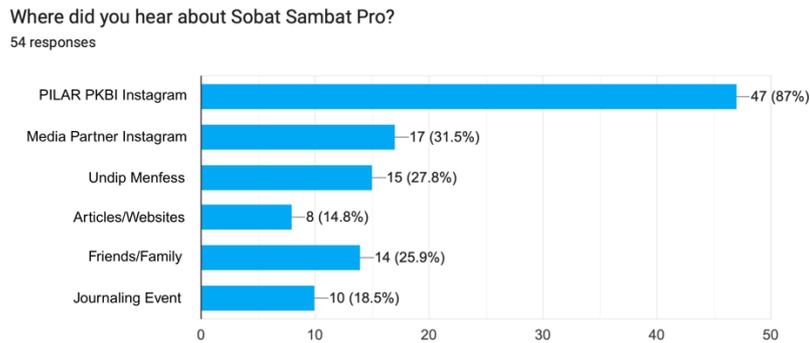
Where did you hear about Sobat Sambat Pro?
54 responses

PILAR PKBI Instagram	47 (87%)
Media Partner Instagram	17 (31.5%)
Undip Menfess	15 (27.8%)
Articles/Websites	8 (14.8%)
Friends/Family	14 (25.9%)
Journaling Event	10 (18.5%)

Figure 4.2. Questions Regarding Respondent's First Time Hearing the Consultation Service

Based on post-campaign data from 54 respondents, the majority (87%) first heard about Sobat Sambat Pro via PILAR PKBI's Instagram, confirming the platform's role as the campaign's most effective owned media channel. This high level of recall highlights the strength of consistent visual content and direct brand messaging through a credible institutional account. Media Partner Instagram (31.5%) and Undip Menfess (27.8%) followed as impactful paid and earned media. These results show the importance of leveraging student-targeted platforms to amplify reach and contextual relevance, although they had lower impact than owned channels. Notably, 25.9% of respondents cited friends/family, indicating significant word-of-mouth effects, likely triggered by emotionally resonant or shareable content. Meanwhile, offline brand activation through the Journaling Event contributed to awareness among 18.5%, showing that experiential tactics enhanced recall, albeit at smaller scale. In contrast, articles/websites (14.8%) had limited visibility, suggesting minimal impact from digital PR or long-form content.

The campaign's strongest awareness driver was its owned Instagram channel, supported by a strategic mix of digital partnerships, community-driven media, and selective offline engagement. Future efforts should continue emphasizing visual storytelling on Instagram, expand partnerships with high-reach student platforms, and scale experiential tactics to deepen emotional connection with the brand.
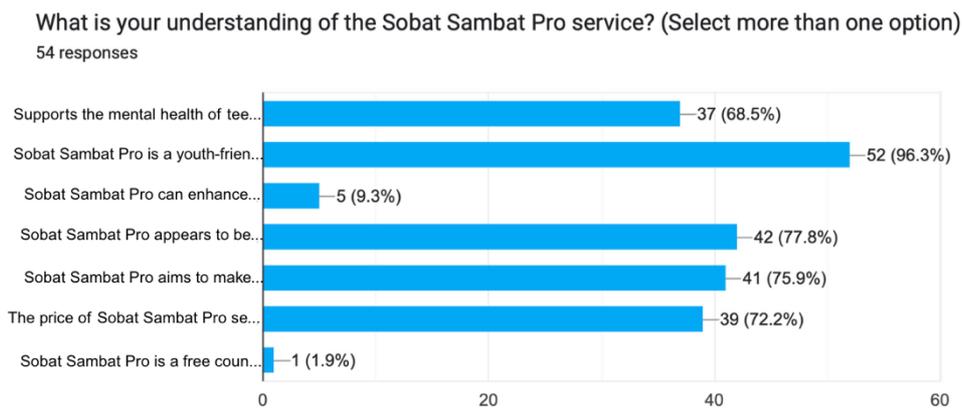
What is your understanding of the Sobat Sambat Pro service? (Select more than one option)
54 responses

Supports the mental health of tee...	37 (68.5%)
Sobat Sambat Pro is a youth-frien...	52 (96.3%)
Sobat Sambat Pro can enhance...	5 (9.3%)
Sobat Sambat Pro appears to be...	42 (77.8%)
Sobat Sambat Pro aims to make...	41 (75.9%)
The price of Sobat Sambat Pro se...	39 (72.2%)
Sobat Sambat Pro is a free coun...	1 (1.9%)

Figure 4.3. Question Regarding Audience's Association Regarding Sobat Sambat Pro

The most widely selected response, with 96.3% of participants affirming that "Sobat Sambat Pro is a youth-friendly counseling service", indicates a strong and consistent brand positioning in the eyes of its intended demographic. This overwhelming consensus suggests successful alignment between the brand's intended identity and audience perception. In marketing communication theory, this alignment can be seen as evidence of high message fidelity—where the audience accurately decodes the intended meaning without distortion.

The next most selected descriptors are "Sobat Sambat Pro appears to be a safe space without stigma" (77.8%) and "Sobat Sambat Pro aims to make counseling more inclusive" (75.9%). These findings underscore the service's perceived success in reducing psychosocial barriers typically associated with seeking mental health support. Together, they reflect a brand image that emphasizes emotional accessibility—an attribute foundational to mental health outreach programs.

Affordability, selected by 72.2% of respondents, further contributes to the brand's perceived accessibility. In a market where psychological services are often financially out of reach, the perception of Sobat Sambat Pro as "affordable" reinforces the inclusivity narrative. This insight is particularly critical for strategic pricing: maintaining a price point that is perceived as affordable while still supporting operational sustainability is a balancing act, but evidently one the service has, for now, successfully managed in the eyes of its users.

Notably, only 1.9% of respondents believed Sobat Sambat Pro to be a free service, indicating that while the brand may be affordable, its premium nature is understood by the audience. This clarity around cost suggests the service's communication does not confuse affordability with freeness—avoiding a common pitfall in pricing perception.

The statement "Supports the mental health of teenagers/students" was selected by 68.5% of respondents, indicating that a majority recognize the core functional objective of the service. However, the fact that approximately one-third did not select this option may point to a potential messaging gap in explicitly linking the service with its central function—mental health support. This discrepancy merits further exploration. Are some respondents interpreting the service as a general well-being or lifestyle brand, rather than clinical counseling? If so, reinforcing mental health as the cornerstone of the brand promise may be a future strategic need.
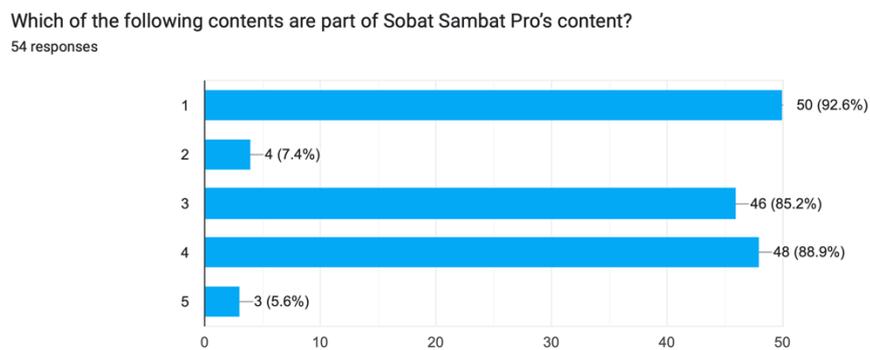
Which of the following contents are part of Sobat Sambat Pro's content?
54 responses

Content	Value
1	50 (92.6%)
2	4 (7.4%)
3	46 (85.2%)
4	48 (88.9%)
5	3 (5.6%)

Figure 4.4. Question Regarding the Correct Content of Sobat Sambat Pro Promotional Campaign

Out of 54 respondents, 92.6% correctly identified Content 1 as part of Sobat Sambat Pro's material, followed by 88.9% for Content 4 and 85.2% for Content 3. These high recognition rates reflect a strong alignment between the campaign's content strategy and audience recall, indicating effective content delivery and message consistency across channels.

In contrast, only 7.4% and 5.6% mistakenly believed that Content 2 and Content 5 were part of the brand's offerings, suggesting minimal confusion or noise in the messaging. This also implies that the communication strategy succeeded in clearly differentiating core content from non-relevant narratives.

The data suggests a high degree of content salience and memorability, with over 85% of respondents accurately recalling key components. This validates the campaign's creative direction and confirms that the audience not only consumed but internalized the intended messages. Maintaining this clarity in future communications will be crucial to reinforcing brand identity and thematic consistency.
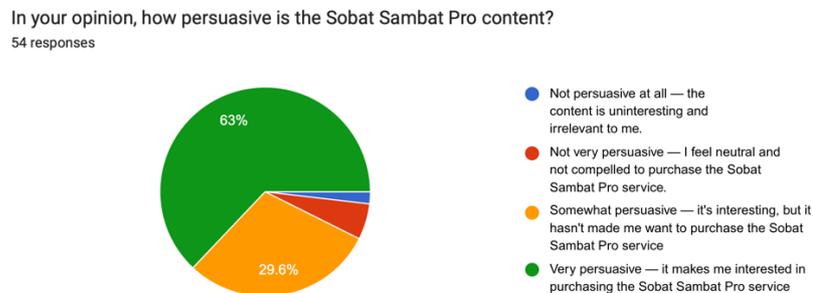

Figure 4.5. Question Regarding How Persuasive the Content of Sobat Sambat Pro

The chart presents respondents' perceptions regarding the persuasive quality of Sobat Sambat Pro's content. With a sample size of 54 individuals, the data reveals that a substantial 63% of respondents regarded the content as very persuasive, indicating that it successfully generated interest and intent to engage with the service. An additional 29.6% described the content as somewhat persuasive, suggesting that although they did not feel compelled to immediately purchase the service, they acknowledged its relevance and appeal.

Conversely, only 5.6% of respondents felt the content was not very persuasive, expressing a neutral stance without a strong inclination to engage further. Remarkably, just 1.9% (equivalent to one respondent) considered the

content not persuasive at all, stating that it was uninteresting and irrelevant to them.

The overwhelmingly positive response—where over 92% of participants found the content at least somewhat persuasive—signals that the current messaging strategy is largely effective in capturing attention and communicating value. From a communication theory perspective, this result aligns with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which suggests that when audiences are engaged via central route processing—triggered by personally relevant and thoughtfully structured messages—they are more likely to form lasting positive attitudes and behavioral intentions. The data implies that Sobat Sambat Pro's content may have successfully activated this cognitive route for a majority of its audience.

Moreover, the distribution of persuasiveness ratings can be interpreted through the lens of content-audience fit. The relatively high number of respondents rating the content as "very persuasive" indicates that the message, tone, and format of the communication likely resonate well with the needs, challenges, and language of the target demographic—presumably young adults navigating mental health concerns. This is particularly significant for services operating within the domain of psychological well-being, where trust and emotional resonance are key determinants of user engagement.

4.2 Job Evaluation

This section critically evaluates the author's dual roles as Project Leader and Strategist in the execution of the Sobat Sambat Pro campaign. The evaluation reflects upon the key achievements, encountered obstacles, resolution strategies, and learning outcomes from each role. The purpose of this reflective analysis is to assess personal performance against campaign objectives and to extract strategic insights for future professional development.

4.2.1 Project Leader

Project Leader role was pivotal in ensuring the operational coherence and successful implementation of the Sobat Sambat Pro campaign. Despite facing challenges related to limited resources, scheduling constraints, and operational uncertainties, the author was able to maintain team coordination, deliver key milestones, and foster effective collaboration with the client and external stakeholders. The experience strengthened the author's leadership capabilities, particularly in crisis management, time-sensitive decision-making, and stakeholder communication—skills that are critical for future campaign management and broader professional development within the field of strategic communications.

4.2.1.1 Achievement as Project Leader

As Project Leader, one of the primary achievements was the successful coordination of a multidisciplinary team composed of Creative, Account Executive, Event Manager, and Data Executive roles. Weekly meetings, shared monitoring sheets, and structured reporting mechanisms were implemented to ensure task alignment and role clarity. This method reflects the core principles of Organizational Communication Theory, which posits that structured internal communication, formalized feedback loops, and clearly delineated responsibilities are essential for achieving collective efficiency and minimizing conflict in complex team environments (Miller, 2015). Within the context of *Sobat Sambat Pro*, these systems allowed for agile collaboration across different functional areas despite resource and time limitations.

A critical responsibility fulfilled by the Project Leader was ensuring that all campaign activities were executed according to the integrated calendar established in Chapter II. This included overseeing content production timelines, event logistics, partnership activation, and promotional rollout. This achievement demonstrates

the application of Strategic Communication Planning Theory, which emphasizes that tactical execution must be guided by a clear roadmap translating strategic objectives into measurable actions (Smith, 2017). The ability to coordinate a cross-channel rollout in accordance with a structured timeline, despite operational uncertainties, contributed significantly to the campaign's overall coherence and effectiveness.

Sustaining a continuous and transparent line of communication with PILAR PKBI Central Java was another key accomplishment under the Project Leader's purview. Through routine check-ins, progress updates, and responsive problem-solving, the author ensured client expectations were consistently managed and aligned. This mirrors the foundational logic of the Excellence Theory in public relations, which advocates for two-way, symmetrical communication to build trust, reduce resistance, and foster mutual understanding between organizations and their stakeholders (Grunig and Hunt, 1984). Within the *Sobat Sambat Pro* campaign, this alignment was critical in maintaining institutional support and timely decision-making across all stages.

The Project Leader also demonstrated effective crisis management by resolving real-time issues that posed risks to campaign continuity. Notable challenges included delayed access to the official Instagram account, last-minute speaker cancellations, and sponsor withdrawals. The decision-making processes in these moments reflect the application of Situational Crisis Communication Theory (SCCT), which emphasizes the importance of timely, responsible, and empathetic communication to manage stakeholder expectations during moments of uncertainty (Coombs, 2007). By mitigating these disruptions without compromising campaign deliverables, the Project Leader safeguarded both the operational timeline and the credibility of the organizing team.

Perhaps the most quantifiable achievement as Project Leader was delivering — and in some aspects, exceeding — the campaign's key performance indicators. These included a 1588.6% increase in content engagement during the first month, successful voucher redemptions from event activations, and strong attendance at the journaling event. These outcomes align with the principles of Performance Communication Management, which emphasizes the need to measure, monitor, and align communication outputs with broader strategic goals (Cutlip, Center and Broom, 2006). The ability to translate planning into measurable success underlines the effectiveness of leadership in integrating creative, promotional, and event components within a cohesive strategic framework.

4.2.1.2 Obstacle and Challenges as Project Leader

One of the key challenges faced in the Sobat Sambat Pro campaign was operating with a team limited to only four core members, leading to work overload during critical phases such as intensive content production and major event activation. This constraint directly relates to the principles of Organizational Communication Theory, which emphasizes that smaller teams under resource strain must rely on highly efficient communication flows and clear role delineation to maintain productivity (Miller, 2015). In practice, the author had to implement a flexible task-sharing approach and reinforce constant internal feedback loops to sustain momentum despite human capital limitations.

The coordination process was further complicated by difficulties in synchronizing meeting schedules with the client, PKBI Jawa Tengah, particularly during peak periods such as International Women's Day and Ramadan. This challenge reflects insights from Stakeholder Management Theory, which stresses that stakeholder engagement must account for the organizational priorities and operational rhythms of partners (Freeman, 1984).

Recognizing these external scheduling constraints, the Project Leader adapted by maintaining asynchronous communication channels (e.g., emails, monitoring sheets) to uphold project continuity when direct meetings were not feasible.

Another operational challenge arose during extended public holidays, when team member availability fluctuated significantly, affecting coordination and responsiveness. According to Internal Communication Management Theory, effective team functioning relies on consistent availability and synchronized task cycles, particularly during critical phases (Tourish and Hargie, 2004). To mitigate these disruptions, the Project Leader employed frequent online meetings and asynchronous task management tools to maintain engagement and keep campaign milestones on track.

Handling unexpected additional costs within the confines of a limited NGO campaign budget posed a significant managerial test. The response to these challenges aligns with principles from Communication Budget Management Theory, particularly the Objective-and-Task Method outlined by Kotler (2016), which advocates for goal-driven allocation of resources, rigorous prioritization, and transparent financial reporting. Through dynamic reallocation and careful prioritization of spending based on campaign objectives, the Project Leader successfully maintained accountability while navigating resource scarcity.

Lastly, technical errors — such as registration form miscounts and delays in voucher monitoring — introduced operational uncertainty that needed immediate response. These situations required the application of Crisis Communication Theory, notably the Situational Crisis Communication Theory (SCCT) by Coombs (2007), which advises swift, transparent, and corrective actions to safeguard organizational credibility. By implementing real-time troubleshooting protocols and maintaining proactive communication with affected stakeholders, the Project Leader

effectively minimized the impact of these operational disruptions on the campaign's outcomes.

4.2.2 Strategist

Strategist role was essential in guiding the strategic direction and overall impact of the Sobat Sambat Pro campaign. The ability to design an insight-driven integrated marketing communication plan, optimize messaging across multiple platforms, and adapt strategies based on real-time performance data contributed significantly to the campaign's success. While certain limitations were encountered, particularly regarding budget constraints and content adaptation speed, the author was able to apply strategic agility to maximize outcomes. The experience further enhanced the author's skills in audience-centered campaign design, analytical evaluation, and the tactical integration of communication tools to drive behavioral change.

4.2.1.2 Achievement as Strategist

As Strategist, the author successfully developed an integrated communication mix across advertising, content marketing, public relations, sales promotion, and event activation, ensuring strong message consistency and funnel alignment. This reflects the principles of Integrated Marketing Communication (IMC) Theory, which emphasizes creating a unified and seamless brand experience across multiple communication channels to enhance brand equity and maximize sales impact (Kotler and Keller, 2016). In the Sobat Sambat Pro campaign, integration across offline and online touchpoints enabled consistent brand positioning and audience experience.

The campaign design was heavily grounded in audience research, identifying journaling behavior and emotional resonance as core drivers of engagement. This approach aligns with Audience Insight in Strategic Communication Planning Theory, which emphasizes the need to design communication strategies based on

authentic audience motivations and behavioral patterns (Smith, 2017). By embedding these insights into content and event planning, the campaign achieved deeper emotional engagement with the target demographic.

The author introduced and managed a voucher sales promotion strategy that resulted in achieving 140% of the initial redemption target. This success demonstrates the application of Sales Promotion Communication Strategy, where short-term incentives are deployed to directly stimulate behavioral responses such as service booking (Kotler and Keller, 2016). By linking promotional offers tightly to emotional campaign messaging, the strategist bridged the gap between awareness generation and concrete user action.

Leveraging trending cultural moments, such as the viral "Jumbo" movie trend, demonstrated adaptive strategic thinking and rapid content optimization. This practice follows Trend-Based Marketing Agility Theory, which highlights the necessity for strategic communicators to respond quickly to external cultural phenomena to maintain relevance and amplify campaign reach (Kirton, 2012). The ability to capitalize on emergent trends boosted campaign virality and expanded organic reach without significant additional investment.

Throughout the campaign, the strategist implemented real-time engagement monitoring and content performance tracking, allowing for data-driven mid-campaign optimizations. This aligns with the Real-Time Strategic Communication Management Theory, emphasizing the importance of dynamic adaptation based on real-time analytics to optimize effectiveness (Cutlip, Center and Broom, 2006). By using immediate feedback loops, the strategist was able to fine-tune media buying and content rollout decisions to maximize overall impact.

4.2.1.3 Obstacle and Challenges as Strategist

One of the major strategic challenges was setting a sales conversion target of 12 new clients without sufficient historical data to reliably predict conversion rates. This issue reflects the risks described in Communication Planning and Target Setting Theory, where ambitious objectives without empirical benchmarks can increase pressure and distort strategic pacing (Smith, 2017). In the case of Sobat Sambat Pro, the high target necessitated continuous adaptive management but also created a performance environment susceptible to overextension.

Another significant constraint was the limited advertising budget, which restricted the ability to extend campaign duration and broaden reach during peak engagement periods. This challenge aligns with Strategic Communication Resource Management Theory, where budgetary limitations demand prioritization, careful media selection, and optimization of spend to sustain strategic impact (Cutlip, Center and Broom, 2006). Within the campaign, the strategist was forced to make real-time prioritizations, focusing funds on high-performing ads and critical timeline phases.

The creative division's limited human resources posed ongoing bottlenecks, particularly when rapid adaptation to trending topics was needed to maintain audience engagement. This situation mirrors principles in Organizational Communication Resource Management Theory, which highlights that under-resourced content teams face greater risks of delivery inconsistency and delayed responsiveness (Miller, 2015). To mitigate these impacts, the strategist implemented tighter content calendars and simplified production formats where possible.

Access delays to real-time Instagram analytics due to administrative barriers created challenges in executing immediate content optimization based on live performance data. This obstacle aligns with Data-Driven Strategic Communication Theory, which

stresses that timely data access is critical for agile, evidence-based decision-making (Wright and Hinson, 2008). In the Sobat Sambat Pro project, the strategist compensated for limited data flow by triangulating available metrics from front-end engagement indicators and adapting tactical plans conservatively.

4.3 Discussion

The dual roles of Project Leader and Strategist in the Sobat Sambat Pro campaign offered a dynamic and comprehensive platform for applying communication theory to real-world practice. These functions, while distinct in focus, converged toward the shared objective of delivering a cohesive, high-impact mental health campaign for youth. As Project Leader, the author's responsibilities were deeply operational—ensuring cross-functional coordination, managing stakeholder relationships, resolving crises, and executing integrated actions on a timeline. These actions were rooted in Organizational Communication Theory (Miller, 2015), which underscores the significance of structured communication systems, team dynamics, and role clarity. Additionally, the Excellence Theory (Grunig and Hunt, 1984) played a central role in informing the author's approach to stakeholder engagement, emphasizing symmetrical two-way communication to build mutual understanding and trust.

Simultaneously, the Strategist role demanded high-level decision-making, conceptual thinking, and data-informed planning. This role aligned strongly with Strategic Communication Planning Theory (Smith, 2017), especially in the use of audience insights to inform messaging design, media mix selection, and real-time optimization. The success of the voucher program and adaptive use of cultural trends demonstrated an ability to translate strategy into measurable behavior change, echoing the tactical dimension of Sales Promotion and IMC Theory (Kotler and Keller, 2016). Challenges such as budget constraints, performance pressure from ambitious KPIs, and access limitations to real-time analytics required quick adaptation and prioritization, which reinforced competencies in Crisis Communication and Agile Communication Management (Coombs, 2007; Wright and Hinson, 2008).

In synthesizing both roles, the campaign underscored the necessity of integrating managerial execution with strategic foresight—a synergy that is rarely linear but consistently interdependent. Effective leadership in strategic communication is not merely about meeting deliverables; it involves a dynamic balancing act between systems thinking, creative responsiveness, and human-centered empathy. Through both lenses, the author navigated the complexities of NGO-based campaign work with limited resources, applying theory as both a compass and a toolkit. Ultimately, this experience solidified the author's capacity to operate as a reflexive practitioner—one who does not just apply communication theory but also evolves it through practice.