CHAPTER V
CLOSING

As the culmination of a multi-dimensional campaign effort, this final chapter presents a comprehensive reflection on the strategic and operational outcomes achieved through the Sobat Sambat Pro project. By assuming dual roles as Project Leader and Strategist, the author engaged deeply in both the managerial and analytical facets of integrated communication within the context of a paid mental health service. This chapter offers critical conclusions, strategic recommendations, and broader implications aimed at informing future practitioners and researchers working within the mental health communication sector.

5.1 Conclusion

The Sobat Sambat Pro campaign successfully addressed its two core objectives: increasing public awareness and driving service uptake for a paid mental health service targeted at university students aged 18 to 24 in Semarang. Through a carefully designed and executed communication strategy, the campaign not only met but exceeded its awareness targets, reaching thousands of potential users with clear, emotionally resonant, and culturally relevant content. Digital platforms—especially Instagram—served as the central communication channel, supported by collaborative partnerships and offline activations that translated the brand's emotional message into relatable experiences for the target audience.

The first core objective was to increase awareness of Sobat Sambat Pro by 25%. To assess the effectiveness of these awareness efforts, a post-campaign survey was conducted with 104 respondents. The survey results validated that the majority of respondents correctly understood the core messages of the campaign: 87.5% recognized Sobat Sambat Pro as a youth-friendly service, 77.9% acknowledged it as a safe, stigma-free space, and 74% understood it as an affordable counseling option. These findings confirm that the campaign's key messages were not only widely disseminated but also clearly received and understood by the target audience.

The second core objective was to drive service conversion, with a sales target of 12 new clients. This target was successfully exceeded, with 14 total client conversions recorded. Conversions were driven by two key approaches: (1) in-person engagement via the Journaling Booth event, contributing to 5 new clients, and (2) a targeted voucher promotion, leading to 7 additional conversions. Moreover, two clients were acquired directly through online content promotion, indicating the campaign's success in turning awareness into action.

Throughout the campaign, the author simultaneously assumed the roles of Project Leader and Strategist, overseeing both the operational and strategic aspects of implementation. This dual responsibility enabled an integrated approach that linked planning with execution, allowing for greater agility in managing challenges such as limited resources, scheduling conflicts, and real-time decision-making. In conclusion, this campaign demonstrates that with the right balance of empathetic messaging, youth-centered strategies, and data-driven execution, paid mental health services can effectively engage and convert young audiences—even within the context of a nonprofit and resource-limited environment. The successful achievement of both awareness and behavioral objectives affirms the campaign's strategic and practical impact.

5.2 Suggestion

5.2.1 Suggestion for Future Campaign

For future campaigns operating within the mental health and paid counseling service sectors, several recommendations emerge from the Sobat Sambat Pro experience:

    A. Reframe Value in Terms of Relatability, Not Just Professionalism

        One of the primary barriers to promoting paid counseling services in Indonesia is the lingering perception that mental health support should either be free (as a form of social welfare) or highly clinical and inaccessible. Future campaigns must break this binary by framing counseling as both emotionally relevant and personally empowering. Messaging should shift from generic promises of "professional help" to more human-centered positioning such as "someone who listens without judgment" or "a space

where you're seen, not fixed." In the context of Semarang's student population, where economic concerns and emotional hesitancy coexist, value must be articulated not as a transaction, but as a transformation.

B. Bridge Awareness and Action Through Emotionally Aligned Service Journeys

Awareness does not guarantee behavior. Campaigns in this space must not only raise familiarity but also reduce the friction between recognition and action. In Sobat Sambat Pro's case, the use of vouchers and experiential booths helped bridge this gap, but only after emotional resonance was established. Future efforts should design seamless, emotionally aligned service journeys—where discovery leads directly to a low-barrier next step (e.g., free first consult, anonymous sign-up). Booking flows must mirror the audience's emotional state: tentative, curious, and often overwhelmed. In Semarang's urban youth demographic, accessibility is as much about emotional comfort as it is about price or distance.

C. Integrate Peer Advocacy as a Foundational Strategy Rather Than a Supplementary Component

One of the most underutilized yet high-potential tools in the Sobat Sambat Pro campaign was peer-driven promotion. Despite its centrality in Gen Z decision-making, word-of-mouth contributed to only 13.5% of service awareness. This presents a critical opportunity: future campaigns should design for *deliberate peer activation*—through student ambassador programs, mental health storytellers, or "refer a friend" incentives embedded in both content and service platforms. In community-based student cultures like Semarang, especially within public universities and youth organizations, peer credibility is more powerful than algorithmic reach.

D. Invest in Trust-Building Visual Identity and Voice Consistency

Trust is the currency of any health-related campaign—especially when the service is paid and deeply personal. Visual inconsistency or overly corporate tones risk alienating youth users who seek empathy, not authority. The Sobat Sambat Pro campaign benefited from a calm, soft visual tone, but

future iterations should take this further by standardizing brand personality across formats: captions, counselor bios, responses to comments, and promotional materials. A consistent, non-intimidating tone—especially in Bahasa Indonesia infused with informal but respectful youth language—can reduce emotional distance and build perceived safety around the service.

5.2.2 Suggestion for Sobat Sambat Pro

As a youth-focused paid psychological service, Sobat Sambat Pro occupies a unique and sensitive position within the mental health communication landscape. While the campaign has succeeded in establishing its presence and building initial traction, several strategic enhancements are necessary to ensure sustained relevance, service conversion, and long-term growth. The following suggestions are derived from reflective analysis of campaign outcomes, audience behavior insights, and the theoretical frameworks applied throughout the project.

A. Strengthen Clarity Around Service Positioning and Value

One of the key challenges identified was the public's partial misunderstanding of Sobat Sambat Pro as a free service or a digital mental health app. This indicates the need for clearer messaging that explicitly positions the brand as a *paid, professional, and human-centered counseling service*. Future messaging should highlight not only the emotional benefit of using the service but also its tangible value—such as professional credentials, youth-appropriate pricing, and personalized care. Value-based communication, when consistently applied, can help shift perceptions from ambiguity to clarity, fostering trust and willingness to invest.

B. Move From Campaign-Centric to Community-Centric

Short-term awareness spikes must evolve into long-term emotional connection. Beyond campaigns, the brand should invest in building a community infrastructure such as private journaling groups, mental health journaling challenges, or monthly digital circles. These recurring initiatives can deepen emotional safety and convert first-time users into recurring clients.

C. Diversify Platform and Content Strategy for Deeper Reach

While Instagram proved effective in capturing attention, reliance on a single

platform risk limiting audience expansion and engagement depth. Sobat Sambat Pro should consider diversifying into additional platforms such as TikTok (for trend-based storytelling), WhatsApp (for micro-community support), or even Discord (for moderated peer discussion groups). Simultaneously, content strategy should evolve to include more interactive elements—polls, quizzes, short-form storytelling, or live AMA (Ask Me Anything) sessions with counselors—to strengthen engagement loops and emotional involvement.

D. Optimize Funnel from Awareness to Conversion
The campaign successfully generated high engagement, but required strong promotional interventions (e.g., vouchers and event activations) to translate awareness into actual service uptake. To reduce friction in this conversion funnel, the service journey must be made as intuitive and emotionally safe as possible. This could include in-content booking links, simplified service explanations, and trial-based entry offers. Incorporating emotionally urgent call-to-actions (CTAs) that resonate with the user's current mental state—e.g., "Feeling overwhelmed? Talk to us now"—can guide audiences more decisively toward service adoption.

E. Embed Real-Time Analytics Access and Feedback Loops
A notable operational constraint was the delay in accessing Instagram analytics, which limited real-time decision-making. For future campaigns, it is imperative that Sobat Sambat Pro implements a performance dashboard accessible to internal teams and agency collaborators alike. Regular analytics check-ins, rapid A/B testing of content, and automated feedback loops will allow for more agile and responsive content strategies—an essential capability in a fast-evolving social media environment.

F. Deepen Emotional Community Building Beyond Campaign Cycles
Lastly, Sobat Sambat Pro should strive to create a sustainable emotional ecosystem that continues beyond short-term campaigns. This may include the development of private journaling challenges, anonymous peer letter exchanges, or monthly virtual sharing sessions led by professional facilitators. These community-based initiatives reinforce the brand not only

as a service provider but as a safe emotional space—deepening brand loyalty and user retention, particularly in a category where long-term emotional trust is fundamental.

5.3 Implication

This project contributes critical insight into the communication dynamics of promoting paid psychological services in a post-pandemic youth landscape where digital fatigue, stigma, and economic sensitivity intersect. The implications extend beyond the Sobat Sambat Pro brand, offering a replicable framework for NGOs, startups, or public institutions engaging in similar service promotion.

From a strategic communication standpoint, the findings affirm that trust is the true currency in mental health campaigns. Unlike product marketing, success here is measured not only in conversions but in the perception of emotional safety and service credibility. Thus, practitioners must blend precision in media strategy with authenticity in message design. Theoretically, this case enriches the practical relevance of integrated communication models, reinforcing the importance of adaptive leadership, stakeholder-centered planning, and the application of communication theory under real-world constraints.

For future thesis work, this campaign can serve as a benchmark for researching behavior change communication in the mental health sector, particularly for paid services. It shows that strategic communication—when grounded in empathy, reinforced by data, and executed through integrative planning—can achieve both social impact and service-level outcomes in a highly sensitive industry.