

## CHAPTER V

### CLOSING

#### 5.1. Conclusion

Throughout the implementation of this capstone project, which aimed to increase awareness and sales of Sobat Sambat Pro's paid counseling services, the strategies applied have successfully effective in achieving and even exceeding the set goals. The main objective was to boost awareness of Sobat Sambat Pro and gain 12 new clients between March and April 2025. Targeting upper-middle-class university students in Semarang, the campaign positioned the service around the core values of being Youth-Friendly, Affordable, Supportive, and Inclusive. The most effective tools that were used for the campaign were voucher sales promotion to drive sales, while to increase the awareness was proven to be effective by content marketing with advertising.

To support the strategy, a variety of tactics were used, including Instagram advertising, media partnerships, promotional booths and vouchers, content marketing via the PILAR PKBI Central Java Instagram account, and event-based marketing through journaling workshops. Content Marketing was proven to be the most effective on gaining the awareness of Sobat sambat pro, and followed by media partnerships . The author's role as Event Manager and Data Executive played a key part in increasing Instagram engagement and supporting sales efforts. The journaling event attracted 15 participants, with 100% of respondents stating they discovered Sobat Sambat Pro through the event from the event feedback, and end surveys regarding knowing the event gained 19.2% respondents knew Sobat Sambat Pro from the event making it one of the most effective awareness tools after social media and media coverage. In terms of sales, the event and consultation booth contributed to 40% of the overall client acquisition during the campaign period.

In conclusion, this project demonstrates that combining digital advertising with well-executed event management can significantly enhance both brand awareness and customer conversion for mental health services like Sobat Sambat Pro.

## 5.2. Suggestion

### 5.2.1 Suggestions for Future Campaign

- **Increase the number of team members involved in event management**  
Having more people on the team can improve execution, reduce individual workload, and allow for better coordination.
- **Extend the promotion timeline**  
A longer promotional period allows for more diverse and effective promotional strategies, helping to reach a wider audience.
- **Authority in Social Media Monitoring**  
For future campaign it would be better to have full authority in managing the Instagram account so that all activities from monitoring to responding can be done faster and more efficiently. This allows the team to track performance in real time, act quickly on engagement or issues, and maintain better control over the campaign's execution.

### 5.2.2. Suggestions for Sobat Sambat Pro

- **Host interactive themed activations regularly**  
Consider organizing frequent activations or mini-events with creative themes that encourage the audience especially youth to participate and express themselves. This not only builds stronger community engagement but also aligns well with the habits and interests of the younger demographic.
- **Promote entertaining Reels and discount content through Instagram advertising**  
Invest in advertising for Reels that are fun, relatable, or emotionally engaging, as well as content promoting discounts or vouchers. These types

of content tend to perform better with your audience and can effectively increase reach, engagement, and even conversion.

### **5.3. Implications**

The outcomes of this capstone project highlight the importance and effectiveness of a strategic Integrated Marketing Communications (IMC) approach in increasing brand awareness and engagement, particularly for mental health services like Sobat Sambat Pro. The integration of online advertising and event marketing activities proved to be a powerful combination in delivering consistent messaging and reaching the intended audience effectively.

From the event execution perspective, the project illustrates how experiential marketing through carefully planned and meaningful events can reinforce brand values and generate emotional connections with participants. The journaling workshop successfully positioned Sobat Sambat Pro as a youth-friendly and supportive service, with tangible results in client acquisition of Sobat Sambat pro. On the digital side, the performance of Instagram ads demonstrated how data-driven content creation and targeted ad placements can significantly enhance engagement metrics. The collaboration between creative content teams and strategic planning under the Data Executive's role helped optimize outcomes even with limitations in account access.

Overall, the implications of this project suggest that a well-coordinated IMC strategy leveraging both physical engagement and digital outreach, not only builds brand visibility but also drives conversion. These insights can be valuable for future initiatives aiming to promote mental health services.