

CHAPTER V

CLOSING

This chapter presents the conclusion, suggestions, and implications on the implementation of communication strategies for the Sobat Sambat Pro campaign and brand activation. Conducted over a two-month period, the campaign aimed to raise service awareness, increase new user acquisition, and enhance audience engagement among young people. The execution process demonstrates how strategic communication, when grounded in empathy and audience understanding, can generate meaningful outcomes.

The campaign utilized multiple tools, including content creation, advertising, offline event activation, public relation, and sales promotion. These tools were coordinated through several roles in the group. The campaign experience illustrates the importance of narrative consistency, emotional connection, and creative execution across various media channels. These insights serve as a valuable reference for future mental health campaigns targeting youth audiences.

5.1 Conclusion

The Sobat Sambat Pro campaign was carried out as a two-month marketing communication program aimed at promoting a paid mental health service initiated by PKBI Central Java. Through the strategic use of communication tools, the campaign successfully achieved its core objectives. The awareness goal of increasing awareness by twenty-five percent was met, supported by a surge in engagement that reached more than fifteen times the initial expectation. Sales targets were also accomplished, with twelve new clients obtained through online and offline activation efforts.

Among the various communication tools implemented, content marketing supported by paid advertising proved to be the most effective in influencing the target audience. A strong example of this was the viral "JUMBO" reel, which successfully leveraged popular trends and emotional

storytelling to connect with viewers. The campaign also showed positive outcomes from media partnerships and event-based promotion, including journaling booths that helped build trust and familiarity with the service.

To assess the campaign's effectiveness from the audience's perspective, the team conducted a cross-sectional questionnaire via Instagram Stories from April 24 to 28, 2025. This five-day survey gathered 104 responses, primarily from individuals aged 17–24. The majority (72.1%) were students, while others were recent graduates or early-career workers.

The findings reinforce the campaign's overall success:

- 89.4% of respondents correctly identified Sobat Sambat Pro as a youth-friendly counseling service.
- 82.7% reported first hearing about the service via PILAR PKBI Jawa Tengah's Instagram, confirming this channel as the strongest awareness tool.
- Most respondents (87.5%) aligned Sobat Sambat Pro with values such as youth-friendliness and inclusivity, though some confusion persists about the nature of the service (e.g., 20.2% still thought it was free).
- Awareness of promotional content was generally high, with 78.8% to 86.5% recognizing correct campaign materials.
- Critically, 48.1% of respondents found the campaign highly persuasive, suggesting strong emotional resonance and behavioral influence, while 36.5% were moderately persuaded, indicating room for deeper engagement.

According to these findings, a certain proportion of the audience is still uncertain even though the campaign successfully raised brand awareness and interest. These individuals could be turned into active users with the support of strategic improvements.

The campaign was managed under a structured communication framework, integrating content marketing, advertising, public relations,

event, and sales promotion in a cohesive and coordinated manner. This structure, supported by the role of the Account Executive, contributed significantly to the campaign's achievements. While some aspects, such as optimizing partner engagement and media targeting, can be further developed, the results demonstrate that effective communication planning, even with limited resources, can lead to substantial impact.

This project contributes not only practical insights but also strengthens the understanding of how integrated communication strategies can support behavioral change and brand trust in the mental health sector.

5.2 Suggestion

5.2.1 Suggestions for Future Campaign

- a. **Start Sponsorship Approaches Earlier**
Future campaigns should send sponsorship proposals well in advance, ideally one to three months before the event. Early planning can match better with companies' budgeting schedules and increase the success rate.
- b. **Strengthen Follow-Up and Partner Relationships**
Future teams should not stop after one proposal is sent. Building consistent communication, sending reminders, and maintaining relationships can make potential sponsors and media partners more willing to collaborate.
- c. **Expand Brand and Community Targets**
Future campaigns should not only focus on student communities but also approach mental health-related brands, educational platforms, corporate mental health programs, and more diverse youth communities to widen exposure.
- d. **Prioritize Media Partnerships with Creative Communities**
When planning an event, it is better to prioritize media partnerships with creative communities instead of just student organizations. Creative communities usually have stronger, more engaged audiences that are genuinely

interested in coming to creative events, making event promotions more effective and adding more participants.

e. Bridge the Awareness-to-Action Gap

The questionnaire showed a psychological gap between knowing about Sobat Sambat Pro and using its services. Campaigns must design persuasive strategies to convert moderate interest (the 36.5%) into action. These may include:

- Limited-time discounts
- First-session trials
- Testimonies from past users
- Clarifying misconceptions (e.g., service is affordable, not free)

5.2.2 Suggestions for Sobat Sambat Pro

a. Build Long-Term Sponsor and Partner Relations

Sobat Sambat Pro can benefit from keeping in touch with past sponsors and partners, even after the event. Regular updates and small appreciation efforts (like thank-you emails or social media mentions) can help turn one-time sponsors into long-term supporters.

b. Use Community Partnerships to Strengthen Brand Awareness

Collaborating with mental health communities and youth organizations should become a regular strategy, not just during campaigns. These partnerships can continuously build brand trust and presence.

c. Increase Audience Trust through Consistent Messaging

Sobat Sambat Pro should keep reinforcing its message about affordability, professional standards, stigma-free positioning, and emotional safety, especially when

expanding to new audiences who may still have doubts about paid mental health services.

5.3 Implication

This project offers valuable perspectives for promoting paid mental health services to young audiences, who are frequently faced with stress, financial limitations, and hesitation to seek help. The campaign's outcomes can serve as a guide for Sobat Sambat Pro as well as other public organizations, social enterprises, and NGOs that want to conduct comparable behavior-change communications in the field of mental health.

The success of the campaign in influencing views and increasing awareness was validated by the cross-sectional survey conducted among PILAR PKBI's Instagram followers. The majority of respondents were aware of Sobat Sambat Pro's function and special feature. Nonetheless, minor misunderstandings like believing the service is free or improves academic achievement highlight the necessity of more precise and focused messaging in following promotional activities.

Content marketing paired with Instagram advertising, was one of the most successful integrated marketing strategies for raising awareness and building emotional connection. The memorable "JUMBO" video, which successfully captured viewers by imitating popular movie cliches and including emotional narrative, went viral.

Importantly, sales promotions, specifically vouchers, had the greatest impact on actual sales conversions. While digital content increased awareness and trust, the tangible offer of a discount was the most effective motivator for people to act. This implies that emotional appeal alone is not always enough, and behavioral pushes like limited-time discounts or first-user vouchers are effective methods for encouraging service testing, particularly among teenagers with little financial resources.

Offline tactics, such as event-based journaling booths, also contributed significantly to building trust by allowing the target population to experience the counseling concept in a safe and familiar setting. These in-person activations help in the elimination of stigma and skepticism.

Finally, this campaign demonstrates that successful mental health promotion involves more than just visibility, it also requires trust-building, emotional resonance, and careful incorporation of appealing offers. Even with limited resources, a well-planned strategy that is based on audience insight and coordinated across numerous channels can have a long-term, meaningful impact. This campaign approach can be used as a guide for future mental health communication campaigns in Indonesia and beyond.