

## **CHAPTER V**

### **CLOSING**

This chapter is the final part of the research which contains the conclusions of the analysis results that have been conducted in the previous chapter. The conclusions are compiled based on the formulation of the problem and the objectives of the research that have been set at the beginning and in this chapter, it can be shown that the project has successfully achieved the objective of the project which is to increase the awareness and sales of Sobat Sambat Pro. In addition, this chapter also contains the conclusion, suggestions, and implications of the capstone project findings. All in all, the writing of this chapter aims to summarize the core of the research and provide direction for further research.

#### **5.1. Conclusion**

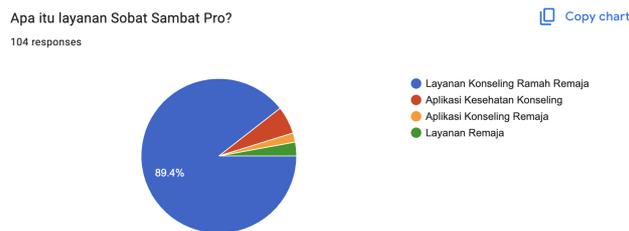
During the implementation of this capstone project, which focuses on increasing awareness and sales of Sobat Sambat Pro paid counseling services, the strategy implemented has succeeded in achieving and even exceeding the previous target of the objective. The main objective of this project is to increase awareness of the Sobat Sambat Pro program by 25% among 54 university students in Semarang who are engaged with the campaign treatment and encourage the growth of sales by increasing to 12 new clients during the period of March to April 2025. The target audience of the project is upper middle class university students in the Semarang area, with positioning that emphasizes the value propositions of Youth-Friendly, Affordable, Supportive & Inclusivity. Various tactics have been implemented to support this strategy, including: advertising through Instagram, public relations with media partners, sales promotion in the form of vouchers and promotional booths, content marketing through the PILAR PKBI Central Java Instagram account, and event marketing through journaling activities. The role of the author as a creative and copywriter also has an influence on increasing engagement on the PILAR PKBI Central Java Instagram as the main content

marketing media where every promotion carried out also adapts aspects of the value proposition itself.

The results show that the tactics used are effective and successfully achieved the objective of increasing the awareness and sales of Sobat Sambat Pro. As many as 85.19% of 54 respondents of the post survey stated that they were familiar with Sobat Sambat Pro. Not only that, the target of adding 12 new clients was achieved, even exceeding the target with a total of 14 clients who had registered and received counseling during the period. This finding shows that an approach that combines persuasive messages, youthful visual branding, and clear positioning is able to answer the needs of the audience and strengthen the Sobat Sambat Pro brand as a trusted counseling service for teenagers. Furthermore, the use of Content Marketing combined with Instagram Advertisement became a very powerful tool to drive engagement, and the use of Voucher became the most effective tool to drive sales.

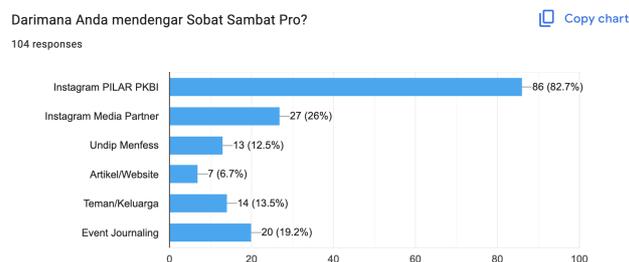
## **5.2 Suggestion**

To further help evaluate the impact of the campaign for future recommendation, the capstone project team also conducted a cross-sectional survey targeting the Instagram audience of PILAR PKBI Central Java. The data collection took place over a five-day period, from 24 to 28 April 2025. To maximize participation, the team disseminated the survey through Instagram Stories, encouraging followers to respond based on their awareness and understanding of the Sobat Sambat Pro counseling program. The survey successfully gathered responses from 104 individuals, primarily aged between 17 and 24. Among them, 72.1% identified as students, while the remaining respondents included fresh graduates and early-career professionals. The survey results provided valuable insights into the audience's perception and reach of the campaign.



**Figure 5.1.** Questions Regarding The Awareness of Sobat Sambat Pro

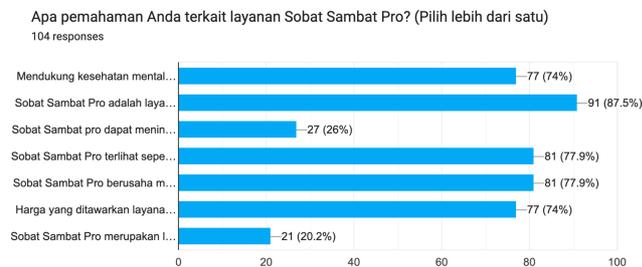
The first question from the questionnaire was asked regarding whether the audiences have heard about Sobat Sambat Pro, in this question the respondents were given several choices which were the correct one was youth friendly counseling services, and the other answers were incorrect. Based on the result, it was shown that 89.4% of the respondents knew that Sobat Sambat Pro is a youth friendly counseling service while the rest 10.6% of the respondents answered the incorrect answers. From this questionnaire, even though there are still incorrect answers by the audiences, it shows that most of the audiences have heard about Sobat Sambat Pro.



**Figure 5.2.** Questions Regarding Respondent's First Time Hearing The Consultation Service

The second question from the questionnaire was asked regarding respondents' first time hearing about Sobat Sambat Pro. In this question the respondent were given several choices which were from the Instagram of PILAR PKBI Jawa Tengah, Media Partner, Undip Menfess, Articles/ Websites, or Event Journaling. 82.7% of the audiences knew about Sobat Sambat Pro from the Instagram of PILAR PKBI Jawa Tengah, which can be concluded that the strongest awareness tools for audiences to heard first about Sobat Sambat Pro. The second and third of the strongest tools were Instagram of Media Partner where 26% of the audiences knew about Sobat Sambat Pro knew from Instagram Media Partner, and

19.2% of the respondents knew Sobat Sambat Pro from the event, which makes Instagram of PILAR PKBI Jawa Tengah, Media Partner, and Event were the 3 most dominant powerful tools for spreading awareness of Sobat Sambat Pro.



**Figure 5.3.** Question Regarding Audience’s Association Regarding Sobat Sambat Pro

Most respondents have correctly understood the purpose of the Sobat Sambat Pro service, in which 87.5% know that Sobat Sambat Pro is a youth-friendly service. 77.9% are aware that this service provides a safe space without stigma and strives to make counseling more inclusive. 74% understand that Sobat Sambat Pro offers affordable prices. However, there are still minor misunderstandings regarding additional benefits which need to be corrected. This is because 26% of respondents (27 people) are still mistaken in thinking that Sobat Sambat Pro also improves academic skills. Then 20.2% of respondents (21 people) still misunderstand by thinking that Sobat Sambat Pro is a free counseling service when in fact this service is paid but affordable. However, the majority of the audience already understand about the main function of the Sobat Sambat Pro service, namely youth-friendly, supporting mental health, affordable, safe space without needing to worry about stigma.



**Figure 5.4.** Question Regarding Audience’s Understanding Regarding Sobat Sambat Pro’s Content

For question number 4, the question was meant to ask the respondents’ awareness and knowledge regarding the contents from Sobat Sambat Pro promotional campaign on @pilar\_pkbi’s instagram. The answers have three correct answers and two wrong answers to test out if the respondents really know about the Sobat Sambat Pro campaign. The three correct answers are Content 1, Content 3, and Content 4. From the figure above, it can be concluded that most of the respondents know about the correct content that was dedicated to promote Sobat Sambat Pro.

The result showed that 78.8% respondents answered the Content 1, 86.5% respondents answered the Content 3, and 79.8% respondents answered the Content 3 as the right content that promoted Sobat Sambat Pro. However, there are still 17.3% of respondents that answered incorrectly about the content which shows that the respondents do not pay attention to the promotional campaign of Sobat Sambat Pro.

Menurut Anda, seberapa persuasif konten Sobat Sambat Pro tersebut?  
104 responses

 Copy chart



**Figure 5.5.** Question Regarding Audience’s Opinion Regarding How Persuasive were Sobat Sambat Pro’s Content

A total of 104 respondents participated in this survey, providing critical insights into how effective the campaign was at not just informing but also influencing behavioral intention. The data reveals the following distribution; 48.1% of respondents considered the content very persuasive, stating that it made them interested in purchasing Sobat Sambat Pro service. 36.5% perceived the content as quite persuasive, meaning it was attractive but did not yet convince them to make a purchase decision. Approximately 15% expressed that the content was less persuasive or not persuasive at all, indicating a lack of significant impact on their intention to use the service.

The fact that nearly half of respondents (48.1%) reported being highly persuaded suggests a significant success in the content’s ability to trigger affective and behavioral responses. This high percentage implies that the content successfully resonated with the audience’s existing mental health, trust in counseling services, and perceived credibility of Sobat Sambat Pro. It indicates that the campaign was not merely seen but emotionally processed and cognitively internalized.

The 36.5% who found the content "quite persuasive" represent a damp but currently inactive market. These individuals show partial persuasion that they recognize the brand’s value proposition but have not yet converted interest into action. This finding implies a psychological gap between awareness and commitment that requires strategic bridging. Possible underlying reasons for hesitation could include skepticism about service quality or effectiveness, financial

concerns (price sensitivity), and lack of urgency or perceived personal need for counseling. Therefore, the author created suggestions for future campaign and Sobat Sambat Pro media team for future improvements through this survey result as its baseline data.

### **5.2.1 Suggestions for Future Campaign**

1. Before starting a campaign, it is important to do research about audience data and insights through surveys or observing the target audience. This helps ensure that the message delivered remains relevant to the dynamic needs and habits of the target audience.
2. For future campaigns, the author also would like to explore Micro-Influencers & Strategic Collaborations. By partnering with micro-influencers or local communities can be a strategy to build trust and expand content distribution organically.
3. More Interactive Call-To-Action. The future campaign is encouraged to create more content promotions with call-to-action. Polls, Q&A stickers, and more Instagram Story links format can book counseling to encourage active audience participation.

### **5.2.2. Suggestions for Sobat Sambat Pro**

As an individual who plays a direct role in the creative process as a Creative & Copywriter, the author provides several suggestions for optimizing future content marketing strategies:

1. The use of persuasive messaging needs to be intensified in every copy created. This strategy aims to not only convey information, but also influence the audience to be moved to take action, such as following counseling services or sharing content. Persuasive techniques such as emotional appeal, social proof, and urgency can be used contextually according to the campaign theme.
2. The author recommended that the Person In Charge of the PILAR PKBI Central Java's Instagram account be more responsive to the dynamics of trends on social media through riding the wave of trend

approach. By linking the main message of the campaign to ongoing popular issues or trends, the content will more easily reach young audiences who are digitally active. However, it is important to maintain the relevance of the campaign values so as not to lose the direction of the main message.

3. A collaboration post strategy with NGOs or other communities that have similar visions and values is highly recommended. This collaboration not only opens up opportunities to reach new audiences, but also builds credibility and strengthens the brand's position as part of an inclusive and networked movement. It is hoped that these three strategies can support the effectiveness of delivering campaign messages and increase audience engagement in a sustainable manner.
4. Increasing more frequent content production in the Instagram Reels format. This format has proven to have strong visual appeal and reach and views distribution engagement algorithms, so it can reach a wider audience and increase interaction organically. By combining strong storytelling and attractive visuals, Reels can be an effective medium for conveying campaign messages dynamically and engagingly.

### **5.3 Implication**

The implications of this capstone project show that a strategic integrated marketing communications (IMC) approach that emphasizes message consistency, demographically relevant visual branding, and appropriate media selection can significantly increase awareness and conversion of social-based services, such as youth counseling. In the context of communication science, these findings reinforce the importance of a deep understanding of the audience in designing messages and communication media. The application of specific and relatable value propositions such as Youth-Friendly, Affordable, and Supportive has proven effective in building brand image and encouraging audience engagement, especially among students.

In addition, the success of this project also emphasizes the strategic role of digital marketing, especially social media, in shaping public perception of psychological services that were previously stigmatized. Activities such as event marketing and content storytelling have proven to be able to build emotional attachment and audience trust in the brand. Thus, these results not only have an impact on improving the performance of Sobat Sambat Pro, but also contribute to inclusive and empowering social communication practices. In the future, similar strategies can be replicated or developed for other social services that target young people with an empathetic and emotional approach.