

## **CHAPTER V**

### **CLOSING REMARKS**

This chapter presents the conclusions and recommendations derived from the program implemented to enhance Etto Dessert's brand awareness. Based on the various stages carried out throughout the campaign, this chapter summarizes the key findings and offers suggestions for improving future strategies. In addition, this chapter provides a reflective discussion on the writer's roles as a campaign Strategist and Program Manager, offering insights to Etto Dessert of challenges encountered and the achievements accomplished during the process.

#### **5.1 Conclusion**

Based on the campaign execution, it can be concluded that the strategies applied to enhance Etto Dessert's brand awareness through the IMC Mix tools were successful and delivered positive results. Social media platforms that were previously underutilized became more active, featuring engaging content aligned with audience preferences. Digital activations across Instagram and TikTok, along with collaborations with local communities and media partners, significantly increased audience engagement and expanded Etto Dessert's presence within the Semarang market. Moreover, the "Patch Your Memories" event provided a meaningful offline touchpoint for Etto dessert that strengthened the brand connection with the audience, particularly Gen Z and Japanese enthusiasts. Aside from the campaign as a promotional activity, the event contributed to

a positive brand image by offering a memorable experience in the cosplay event. Through this more interactive approach, Etto Dessert successfully improved the brand recognition from competitors and delivered value to consumers.

The evaluation able to showcase that the campaign effectively met the Key Performance Indicators (KPIs) previously established. In the online campaign, the creation and management of the @ettodessert social media account achieved all the KPIs, including the production of 45 content in instagram, follower growth from 336 to 753, and a total reach of 88,666 across uploaded content. The team also successfully launched Etto Dessert TikTok. In the offline segment, the “Patch Your Memories” event exceeded expectations by attracting 63 participants, surpassing the initial target of 50 which able to generate sales of Rp2,823,569 with the help of sales promotion program that have been created by the writer. The event also featured a successful collaboration with the Semarang-based cosplay community @Hocer.Cosplay, where it able to effectively attract Japanese and anime enthusiast audiences. Hence, these initiatives demonstrate the Capstone Project team’s ability to design and execute an effective and impactful campaign that strengthened Etto Dessert’s brand visibility and engagement across both digital and offline channels.

Throughout the execution of the campaign, the writer’s role as the campaign strategist played a crucial role in achieving these outcomes. In this position, the writer was responsible for formulating the overall

campaign strategy, developing communication plans, designing the event concept, ensuring the event's execution aligned with the intended strategy, and evaluating the success of the campaign. This role required strategic thinking, attention to detail, and continuous coordination which could lead to the successful delivery of the "Finding Yuki" campaign.

## **5.2 Recommendations**

### **5.2.1 Recommendation of Finding Yuki Campaign for the role of Strategist**

As a Strategist, the writer faced several challenges that demanded strong analytical thinking, strategic communication, and adaptability. Based on Principles Strategic Communication book by Holtzhausen et al. (2021), it is stated that a strategist must have the ability to scan the environment and always be aware which issues are developing that might affect the campaign.

Based on the challenges faced during the campaign, it is recommended that future strategists prepare backup plans for every tactics that they arranged. In this case the strategist face Paid Ads issue in Etto Dessert Instagram account, Strategist must be prepared for technical issues like platform problems and create alternative tactics. Where in this case the writer provide solution of KOL collaborations or additional sales promotions, but fortunately the ads could be resolved. Strategist must also be prepared for crisis management plan to handle unexpected external situations. Where in the writer case, A political events or safety concerns to

keep participants informed and reassured during event activations. Overall, these experiences show that having adaptable strategies, quick problem solving, and critical thinking will make campaign execution smoother and help the team stay aligned with the campaign goals, even when facing unpredictable conditions.

### **5.2.1 Recommendation of Finding Yuki Campaign for the role of Program Manager**

As a Program Manager, the role of stakeholders is very crucial to execute each of the program that have been planned. Where the writer faced a slight communication problem as written on the book title of *The Emerald Handbook of Multi-Stakeholder Communication* by antea Foroudi et al. (2022) , Where poor stakeholder communication could lead to conflicting interpretations which resulted to the expected implementation of the communication program.

Based on the writer experience as a Program Manager, the writer recommend to strengthen both internal and external communication to ensure smoother campaign execution in the future. In the external stakeholder, the writer experience a sudden change during "Patch Your Memories" event, where one of the J-Song competition singer have last minute backdown due to personal Problem. Hence, the writer create an immediate quick discussion with HOCER cosplay for their advice of the problem and take a decision to extend the karaoke activities to fill the minutes gap, resulting event could be execute based on rundown. Internally,

a Program Manager needs to be considerate of team member situation. Where in the writer experience, a miscommunication with her colleague occurred which resulted to tense situation. Therefore to ensure every program could be execute smoothly, Program manager need to have a transparant communication and be more sensitive when giving reminder or taking a decision.

### **5.2.3 Recommendations for Etto Dessert**

To further enhance the effectiveness of Etto Dessert's communication strategies, several recommendations can be proposed to support stronger brand growth. Thus, Etto Dessert should prioritize social media optimization and increase the frequency of event marketing initiatives.

#### **5.2.3.1 Social Media Optimization**

Etto Dessert should enhance their content strategy by creating engaging content materials, such as storytelling formats, entertaining posts, and relatable narratives (CRM content) to capture and retain audience attention. For future execution, Etto Dessert should Maintain a consistent posting frequency, since it is crucial to keep the brand visible and the business is still operating. Additionally, collaborating with Key Opinion Leaders (KOLs), especially those in the food, lifestyle, or Japanese-themed, can help the brand reach audiences that closely align with Etto braand identity. To further strengthen visibility among Semarang's Gen Z

community, Etto Dessert can also leverage popular local platforms such as @undipmenfess and Twitter/X.

### **5.2.3.2 Strengthening Event Marketing**

For Etto Dessert future campaign, it is encouraged to enhance their event marketing approach by hosting more experience-based activities, such as workshops or interactive sessions, which able to create personal, engaging, and memorable interactions with the brand. Based on the event execution of "Patch your Memories" consumer could understand more of Etto product and service through a direct experience. Etto should also Strengthen their collaborations with relevant communities that can further expand event exposure and allow the brand to tap into established audience networks, increasing participation and reach. As for Etto Dessert current target consumer is Gen Z, Etto Dessert could collaborate with University or Highschool level communities. Additionally Etto Dessert should conduct thorough evaluations after each event to identify strengths, weaknesses, and areas for improvement This allow future activations to be more refined, strategic, and impactful to Etto Dessert.

### **5.3 Implications**

The implications of this campaign underscore that carefully strategizing a well-conceptualized campaign and selecting the appropriate IMC mix aligned with the objectives can make the campaign more meaningful to the audience. From the perspective of a Strategist and Program Manager, the findings indicate that assessing the market situation is crucial, as this analysis serves as a benchmark for developing a communication strategy that can effectively achieve program goals. By analyzing Brand Positioning, Competitor overview, Understanding audience insight, and Identifying the brand message, the writer was able to identify suitable tactics from previously executed campaigns and determine the most potential strategies to enhance Etto Dessert's brand awareness.

Based on competitors previous campaign executions and current trends, the communication program with the greatest impact is through utilizing online and offline channels. Online content marketing through Instagram and TikTok effectively reaches a broader audience and is particularly effective for increasing brand awareness. Meanwhile, offline tactics such as event activations have been identified as the highest contributors to sales revenue, with a single event generating up to three times the average daily sales in September 2025. To ensure the campaign's success, supporting tactics are essential, including sales promotions to drive purchases and public relations through community collaborations to maximize the event momentum. The campaign strategy should be based on Etto's brand message, Premium, Japanese-inspired, Togetherness, and Youthful, Where all executions are aligned with these four key message to strengthen customer brand

recognition of Etto Dessert. Hence, These insights can help Etto Dessert execute future campaigns more holistically and enhance the overall brand experience for Etto Dessert consumers.