

CHAPTER 5 CONCLUSION

5.1. Conclusion

Based on the results of the design of educational content-based digital marketing media for Dentist Friska Siagian's dental services, it can be concluded that the main issue lies in the suboptimal use of digital media as a tool for educational communication and marketing. Although digital media has been implemented, content delivery remains disorganized, inconsistent, and unable to effectively guide the target audience through the process, from initial identification to the actual consultation.

Using the 5A Customer Path approach, this design results in a more structured content communication system, with functions divided according to the stages of Aware, Appeal, Ask, Act, and Advocate. This approach is then applied to the development of various digital media, including patient-centered storytelling-based educational content, consistent visual design, and the integration of media such as social media, video content, and websites into a unified communication strategy.

The design results show that the creation of organized and integrated educational content, supported by a consistent and professional visual approach, can increase the likelihood of target audience participation, build trust in the service, and strengthen the target audience's motivation to seek consultations. Therefore, digital media serves not merely as a publication platform, but also as a strategic communication tool that shapes perceptions, raises awareness, and supports the sustainable growth of the service.

5.2. Suggestions

Based on the results of the planning process, the digital media strategy that has been developed must be consistently implemented in order to achieve maximum impact. However, the presentation of content in terms of frequency, visual style, and the clarity of educational messages is key to raising awareness, increasing interest, and encouraging the target audience to take further action.

In addition, periodic evaluations of the performance of the digital media being used including social media, websites, and video content are necessary, taking into account metrics such as engagement, reach, and audience response. These evaluations are essential to ensure that the implemented strategy remains aligned with the audience's needs and can continue to be adapted and refined.

Future development efforts can focus on maximizing the performance of the media platforms that have been designed, including improving content quality, exploring a wider

variety of communication formats, and utilizing interactive features to boost audience engagement. As a result, the entire digital media ecosystem that has been established can play a key role in both educating the public and marketing dental health services.