

FINAL PROJECT

**RAVEARCHITECT'S SOCIAL MEDIA MARKETING DESIGN THROUGH
RESIDENTIAL EDUCATION IS FEASIBLE TO REACH A WIDE AUDIENCE**

To Fulfill Partial Requirements of Obtaining a Bachelor's Degree (S- 1)



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UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026**

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no works or opinions that has been written or published by another person/institutions, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement truthfully without any coercion from anyone and to be used as it should be.

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ABSTRACT

The way people seek information about design, renovation, and decent housing standards has changed in today's digital age due to information and technological advancements. In today's digital age, social media is used and has evolved into a strategic tool to build an image, expand your network, and strengthen brand identity. This phenomenon has encouraged changes in designing relevant social media marketing strategies due to changes in people's behavior that are more likely to use digital platforms so that this design provides a real solution to the marketing problems that Rave Architect is currently facing with the need for people to have proper housing education.

In this design, Rave Architect has not been able to build an effective interaction with the audience. Because the Rave Architect Instagram account is only used as a visual portfolio of the project. Due to the limitations of the architect code of ethics also in social media, it is necessary to have a special media that focuses on architectural educational content, so that the opportunity to present informative content while promoting the Rave Architect identity in soft selling can be conveyed. This condition also lacks a planned social media strategy and content design.

This design uses a descriptive qualitative approach method in the field of architecture, as well as the Design Thinking method in its analysis. A descriptive qualitative approach is used to understand Rave Architect's social media marketing strategy and its influence on audience reach and engagement. Through surveys, interviews, and social media observations, designers look for how audiences and internal stakeholders perceive the effectiveness of content, communication style, and consistency of visual identity.

The result of this design is not only to increase the involvement and reach of the audience to decent housing education for the wider community, but also the design of volumacreative accounts as educational media accounts about art, architecture, interior, and design for the wider community, as well as collaborations that accommodate decent housing education through the Rave Architect project, as well as as social media marketing to introduce one-stop solution services, which offers the best services from design to construction.

Keywords: Decent Housing, Soft Selling, one stop solution, volumacreative, social media marketing

FOREWORD

Praise be to Allah SWT for all His unceasing graces, guidance, and love, so that the author can complete a research proposal entitled "Social Media Design Marketing Rave Architect Through Decent Housing Education to Reach Wide Audiences" well. This thesis was prepared as part of the academic process in completing the final project in the Visual Communication Design Study Program at the National Development University "Veteran" East Java. The preparation of this final project is not an easy journey. Therefore, with humility and deep gratitude, the author expresses his deepest gratitude to:

1. Allah SWT, who always gives strength, fortitude, health, and a way out in every difficulty, so that the author is able to survive and complete this process until the end.
2. Both parents and beloved family, which is always a place to go home, the writer's biggest reason to keep fighting. Thank you for your uninterrupted prayers.
3. The academic community of the "Veteran" National Development University of East Java, for the academic environment, facilities.
4. Mrs. Aileena Solicitor Costa Rica El Chidtian, S.T.,M.Ds. as a supervisor, as well as providing knowledge and motivation so that the author can go through this research process better.
5. To Mr. Aditya Rahman Y, S.T., M.Med.Kom. and Mr. Restu Ismoyo Aji, S.Sn., M.A., thank you for all the guidance, insights, and knowledge shared throughout this final project journey. Every suggestion and critique became an important part of the process of learning and growing. May all the kindness you have given be returned with the best things in life.
6. Director of Rave Architect, Ryan Herlanda, who has provided invaluable opportunities, trust, and professional experience. Friends at Rave Architect, especially the creative team Addy, Galang, Wahyu, and Petter who have been an important part of the design process.
7. For Aurel, Syaki, and all DKV Batch 22 friends, thank you for growing through this final project journey together. Through sleepless nights, endless revisions, chaos, and laughter, every moment became a memory I'll always carry. No matter where life takes us next, a part of this journey will always stay with me. See you on top.
8. And for someone I hold dear, thank you for becoming comfort in the middle of exhaustion,

and calm in the middle of uncertainty. Thank you for being there, even in the smallest moments that meant the most. I hope the universe is always kind to us.

The author realizes that this proposal is still far from perfect. Therefore, constructive criticism and suggestions are highly expected. Hopefully this proposal can provide benefits, especially in the field of visual communication, and be the first step for better works in the future.

Surabaya, 18 February 2026

Silva Mikanti

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