

CHAPTER V CONCLUSION

5.1 Conclusion

Designing social media content through decent residential education to support Rave Architect's social media accounts is effective to reach a larger audience. By using a Voluta Creative support account that serves as a useful source of information in addition to providing architectural services from Rave Architect. by combining techniques in the development of educational content, consistent visuals, and storytelling that is close to everyday life, and relevant to daily life. As a visual and content manager, Voluta Creative's support accounts can improve communication that is more engaging and easy to understand, resulting in higher audience engagement and audience engagement or Ravearchitect social media engagement.

5.2 Suggestions

Rave Architect must be more active and consistent in uploading "projects" that are done and uploaded on the main account and then the Voluta Creative account more often for Collaboration Posts with the Rave Architect account in discussing the project that has been successfully done. In the presentation of content, both in terms of visuals and educational messages. A variety of content such as short videos, project case studies, and interactive content can be further improved to maintain audience engagement, periodic content performance evaluations are also carried out so that the strategies implemented remain in accordance with the needs and preferences of the audience on social media.