

CHAPTER V

CONSLUSION

5.1 Conclusion

Based on the research and design results, it can be concluded that the previous social media promotion for Gondang Outbound Educational Tourism (WEGO) was unable to optimally represent the identity of educational and recreational tourism. The main problems found were visual inconsistencies, the lack of a targeted content strategy, unscheduled upload frequency, and low audience engagement on WEGO's social media. These conditions resulted in WEGO's image as an educational tourism destination not being firmly established in the public mind.

Using the 5D method (Define, Data, Design, Develop, and Disseminate), this design successfully produced a more structured and communicative visual marketing-based social media promotion concept. The define and data stages showed that the audience needed promotional media that was informative, engaging, and able to convey the tourism experience visually and emotionally. Based on the analysis results, the design and develop stages produced a social media content plan that emphasized visual consistency, storytelling, a focused layout, the use of colors and typography that suited the tourism character, and a more interactive content strategy.

The results of this design answer the research problem formulation, namely how to design social media promotions that are consistent, attractive, strategic, and in accordance with the characteristics of WEGO's target audience. The design carried out is able to build WEGO's visual identity as an educational and recreational tourism destination through the presentation of content that is more persuasive, informative, and relevant to the needs of digital audiences. In addition, the preparation of a content scheduling system and the implementation of a consistent visual communication strategy are expected to increase brand awareness, audience engagement, and tourist interest in visiting WEGO Lamongan.

Thus, this social media promotion design serves not only as a visual communication medium but also as a branding strategy that strengthens WEGO's position as a modern, engaging, and competitive educational tourism destination in the digital age. Furthermore, the design is expected to serve as a reference for management in managing social media in a more targeted, professional, and sustainable manner.

5.2 Suggestions

Based on the results of research and social media promotion design Gondang Outbound Educational Tourism (WEGO), there are several suggestions that can be used as a reference for further research so that research development and promotional media design can be carried out more optimally.

1. Further research can develop digital promotions not only on Instagram social media, but also TikTok, YouTube, and websites to reach a wider audience.
2. Further research is recommended to measure the effectiveness of promotions through engagement data, social media insights, and increased visitor numbers.
3. The development of Visual Storytelling concepts and user-generated content can be done to increase interaction and emotional closeness with the audience.
4. Further research can utilize more innovative promotional media such as cinematic videos, motion graphics, or virtual tours.
5. Future research can also examine the relationship between social media promotion and the quality of service and visitor experiences.
6. A long-term evaluation of digital promotion strategies is needed to determine their impact on brand awareness and audience loyalty of Gondang Outbound Educational Tourism (WEGO).