

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

Based on the results of the Instagram social media content design for Kopi Kutjur as a promotional tool, it can be concluded that a structured content planning strategy and improvements to visual design are capable of increasing social media *engagement*. The design was carried out through the development of a more consistent visual identity, the use of copywriting with the AISAS method, and the preparation of *a content planner* and *content pillars* that align with the audience's characteristics and Kopi Kutjur's identity as a local *specialty* coffee product from Pasuruan Regency. Following visual improvements and a more targeted content strategy, Kopi Kutjur's social media account showed increased *engagement*, particularly in terms of reach and the number of viewers for uploaded content. However, in terms of comment interactions on each post, there has not yet been a significant increase. This indicates that the audience is beginning to take an interest in the content presented, but active audience engagement in providing feedback still needs to be improved through more interactive content strategies. Thus, social media can serve as an effective promotional medium for expanding market reach and supporting increased *awareness* of Kopi Kutjur products.

#### 5.2 Recommendations

Based on the design results, Kopi Kutjur is expected to maintain consistency in uploading content so that Kopi Kutjur's promotional reach becomes even wider. Kopi Kutjur can utilize other Instagram features such as *Instagram Ads*, or collaborate with *content creators* or *influencers* who can support product promotion activities.