

CHAPTER 5

CONCLUSION

5.1 Conclusion

In the selection of main content as a pillar such as education, promotion, and entertainment, it is considered suitable because Teriyami MSMEs in delivering information are still lacking, with the existence of pillar content can make the target audience know the product. The calendar content that has been created contains information and promotional content that is well scheduled and neatly arranged. The implementation of the design on social media has been carried out with several metrics analysis on Instagram showing engagement, reach, and followers that have a good impact on Teriyami. The strategy carried out through pillar content and structured calendars becomes a place where product development is more widely known. Consistency in uploading content can increase reach as long as it fits with a structured content strategy. However, there are several things that must be considered after the testing stage, namely, content that uses price information on the design does not attract the interest of the audience which can be seen from reach and engagement and content that uses the challenge theme looks attractive to the audience who has a lot of likes. With this engagement, it can be concluded that the next content uses educational content that is little/minimal text, a lot of entertainment content (challenges/games), and promotional content that does not need to include prices.

5.2 Suggestions

- a. In the next educational content, it will be used with visual presentation and minimal information or in the form of a carousel that divides the information.
- b. The use of short video content or light storytelling is informative to the point without burdening the audience.
- c. Entertainment content is multiplied because it has been proven to get a lot of reach and good engagement.
- d. Promotional content should not display prices directly on the design. It can be done by replacing it in the form of soft selling that displays Teriyami's advantages and testimonials.