

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Based on the entire process of designing Instagram visual content for the "*Bahasa Rupa 3*" exhibition organized by the MGMP Community of Arts and Culture of SMA East Java Province, it can be concluded that the main problem is low brand awareness. This is due to the underutilization of social media as a means of visual communication, as well as the absence of a visual identity system designed in a structured, consistent manner. The results of data collection through observations, interviews, and questionnaires indicate that some audiences are not familiar with the exhibition as a whole, and that the dissemination of information remains limited to informal communication channels. This condition affects the limited reach of information and the audience's weak memory of the exhibition's identity. On the other hand, the questionnaire data show that the majority of the target audience is active on Instagram, so this platform has strategic potential as an effective visual communication medium for reaching and building closeness with the audience.

This design uses a Design Thinking approach, which includes the stages of empathize, define, ideate, prototype, and test, so that the resulting solutions are oriented to the needs of the audience. This process is strengthened by TOWS Matrix analysis to formulate a visual strategy that accounts for both internal and external factors. Through these stages, a visual communication concept was formulated that emphasizes identity consistency, message clarity, and aesthetic appeal to build a strong impression in the audience's mind. The final design result is not only in the form of a concept, but also implementation in the form of an Instagram visual content system that includes the design of feeds, stories, and reels, as well as the preparation of visual guidelines as a reference in maintaining design consistency. Each visual element, such as color, typography, layout, and composition, is designed in an integrated manner to create a distinctive and easily recognizable visual character. The application of this design system is the main differentiator from the previous condition, which lacked a clear and consistent visual direction.

Based on testing the content prototype with audience representatives, the response indicated that the content was more interesting, easier to understand, and more effective at conveying information. These findings show that the use of structured, consistent visual content

can increase the potential for brand awareness, particularly in brand recognition and recall. However, this design still has limitations, namely that no direct quantitative measurement has been conducted to assess increases in brand awareness following full implementation on social media. Therefore, the results are still in the initial validation stage, based on audience response, and not yet at the long-term impact measurement stage. Thus, it can be concluded that designing Instagram visual content that is carried out strategically, research-based, and visually consistent can be a relevant solution in increasing brand awareness of the "*Bahasa Rupa 3*" exhibition, as well as strengthening the image of the East Java Province High School Arts and Culture MGMP community in the digital space.

## **5.2 Suggestion**

Based on the design results and identified limitations, several suggestions can be considered for further development. For the MGMP Community of Arts and Culture of High Schools in East Java Province, it is recommended to implement the design results consistently and sustainably on Instagram. The implementation of visual guidelines needs to be maintained to ensure visual identity remains integrated across every piece of content. In addition, it is necessary to carry out structured content planning to ensure continuous communication with the audience, not only in the run-up to the exhibition. For Social Media Managers, it is recommended to periodically evaluate content performance using analytics tools such as Instagram Insights to measure engagement, reach, and audience response. The results of these evaluations can be used as a basis for developing a more effective content strategy. The use of interactive features such as polls, quizzes, and collaboration also needs to be optimized to increase audience engagement.

For further research and design, this research is still limited to visual design aspects and initial trials, so further research is recommended to conduct quantitative measurements on the effectiveness of content in increasing brand awareness. In addition, development can be achieved by expanding digital communication strategies, such as paid advertising, creator collaborations, and integrations with other social media platforms. For Visual Communication Designers, it is expected that they will be able to develop a design approach that not only focuses on aesthetic aspects but is also grounded in research and communication strategies. Visual consistency, audience understanding, and the ability to build a design system are important factors in producing effective, impactful work. For the public and the audience, it is hoped that they can be more active in accessing, interacting with, and appreciating the art

content presented on social media. Audience participation plays an important role in increasing the visibility of activities while supporting the development of the arts and culture ecosystem, especially in East Java.