

## **CHAPTER V CONCLUSION**

### **5.1. Conclusion**

The design of Kemaiu's commercial campaign on the importance of maintaining natural hair health as a promotional strategy was designed as an effort to build awareness as well as emotional closeness to the target audience, especially women aged 20-25 years. Through an educational campaign approach, modern visuals, and the use of promotional media that are interactive and relevant to the habits of young audiences, this campaign not only serves to introduce Kemaiu products, but also invites people to care more about natural hair health. The concept of "Grow With Nature" is a representation that natural hair care can be part of a healthy, practical, and sustainable lifestyle. With a consistent visual communication strategy and the implementation of the right campaign media, this design is expected to be able to increase brand awareness, build a positive image of Kemaiu, and create a stronger relationship between the brand and the audience.

### **5.1. Suggestion**

The advice that can be given from the design of Kemaiu's commercial campaign is so that the development of the next campaign can be carried out more widely and sustainably through the use of more interactive digital media, such as user-generated content features, social media challenges, and collaborations with influencers that suit the target audience. In addition, periodic evaluation of the effectiveness of campaign media and audience response is needed to determine the success rate of the promotional strategy used. Kemaiu is also advised to continue to maintain a brand identity that prioritizes natural hair care so that the campaign message remains consistent and easy to remember by the public. For the next designer, it is expected to develop a more innovative campaign concept with a visual and communication approach that is adaptive to future trends and audience needs.