

CHAPTER V

CONCLUSION

5.1 Conclusion

Sensory play is one of the important activities in supporting children's motor development, creativity, and intelligence, especially at the golden age. However, based on the results of observations, interviews, questionnaires, and previous research studies, there are still many parents who do not understand the importance of sensory play and the benefits of slime products as a medium for child stimulation. The lack of introduction to sensory play from an early age causes some parents to not realize that play activities can be a means of learning and developing children's skills, such as training fine motors, creativity, exploration, and children's focus skills.

Based on the results of the study, most respondents began to realize the importance of choosing toy products that are safe, educational, and have clear safety standards, such as SNI certification. In addition to providing a sense of security to parents, the use of safe slime products is also considered to be able to help improve the quality of children's play activities in a more creative and interactive way.

Through the design of digital marketing optimization on CV Slime Indonesia slime toy products, this design aims to help the target audience, especially parents, in obtaining information about the benefits of sensory play and the importance of choosing safe and quality children's toy products. In addition, this design is also expected to be a solution for CV Slime Indonesia in increasing the effectiveness of digital marketing strategies through social media and marketplaces, so as to strengthen brand positioning as a safe, educational, and quality children's toy manufacturer.

With this design, it is hoped that the digital marketing strategy implemented can help increase brand awareness, sales consistency, and build more effective communication between brands and target audiences through content that is informative, educational, and relevant to consumer needs.

5.2 Suggestions

This design still requires further development and evaluation, especially in the process of developing digital marketing strategies and presenting visual content that is able to attract the attention of the target audience more optimally. In addition, consistency is needed in social media management, SEO implementation, and the development of content concepts that are more interactive and relevant to current consumer behavior. In the future, it is hoped that this design can be further developed in the wider implementation of digital media, both through the development of marketing features on the marketplace and the optimization of social media platforms so that the advertising strategies implemented can run more effectively and optimally.