

CHAPTER 5 CONCLUSION

5.1. Conclusion

Based on the results of data analysis and the design process that has been carried out, it can be concluded that the use of SWK Kota Rasa Surabaya's social media is still not optimal in supporting digital promotion, characterized by less interesting, inconsistent, and not yet able to encourage interaction and interest in audience visits. In addition, the absence of an integrated marketing communication strategy causes the message conveyed to be ineffective and directed. Through this design, a social media content concept was produced that was systematically compiled using the Integrated Marketing Communication (IMC) approach and customer path 5A (aware, appeal, ask, act, advocate), with the development of various content formats such as feed design, photography, and videos supported by integrated supporting media. This design is expected to be a guide in managing social media consistently, increasing the effectiveness of promotions, strengthening visual identity, and encouraging increased awareness, engagement, and interest in visits, especially among students and students.

5.2. Suggestions

Some suggestions that can be given to the manager of the Culinary Tourism Center of Kota Rasa Surabaya, are recommended to implement a content strategy consistently and make optimal use of social media features to increase reach and engagement. In addition, it is necessary to periodically evaluate the performance of the content so that the strategies implemented can continue to develop according to the needs of the audience. For future researchers or designers, it is hoped that they can develop this design with a more in-depth approach, both in terms of strategy, media exploration, and the use of more innovative digital technology. Thus, future design results can be more effective and relevant.