BAB 5

KESIMPULAN DAN SARAN

5.1   Kesimpulan

Kinerja *customer engagement* pada lima akun kosmetik masih rendah. Dari 1.005 konten *post* yang dianalisis selama enam bulan, hanya 2,39% nya yang memiliki *engagement rate* yang sukses atau sebanyak 24 konten. Akun @somethincofficial memiliki kinerja *customer engagement* yang baik dibandingkan akun lain, di mana dalam satu *post* akun @somethincoffifial mendapatkan rata-rata *likes* sebesar 6.884 *likes* dan rata-rata *comment* sebesar 1.205 *comments.*

Peneliti menggunakan empat indikator dalam tipe konten, yaitu *informational, entertainment, remuneration,* dan *social.* Berdasarkan hasil analisis dan pembahasan yang telah dilakukan, peneliti menemukan bahwa ada tiga tipe konten yang dapat meningkatkan *customer engagement,* yaitu:

1. Konten *informational* seperti foto produk yang berkualitas dan detail produk yang disampaikan dengan jelas serta mudah dimengerti.
2. Konten *entertainment* seperti *meme* dan penggunaan foto selebriti.
3. Konten *remuneration* seperti *giveaway* yang diadakan di momen-momen spesial.

5.2   Saran

Berdasarkan hasil penelitian ini, peneliti menemukan beberapa saran yang dapat digunakan sebagai masukan bagi beberapa pihak antara lain:

5.2.1   Bagi Perusahaan

Saran yang dapat diberikan untuk industri kosmetik dalam membuat konten adalah sebagai berikut:

1. Membuat *content strategy* untuk menentukan topik, kebutuhan dan tujuan dari konten tersebut kepada audiens agar mencapai target.
2. Membuat *content planning* untuk merencanakan konten, mulai dari ide konten atau jenis konten apa yg akan dipakai sesuai dengan tujuannya. Dimana   sesuai   dengan   hasil   penelitian,   perusahaan   dapat

mengkombinasikan konten *informational, entertainment* dan *remuneration.* Seperti foto produk dengan selebriti dan menggunakan momen-momen spesial seperti tren yang sedang viral yang dikemas dengan konten hiburan namun dikaitkan dengan promosi produk.

3. Membuat *content design* yang sesuai dengan karakteristik merek tersebut. Memperhatikan desain konten mulai dari warna, font dan estetika agar menarik perhatian audiens untuk mengetahui informasi di dalam sebuah desain dan juga dapat memudahkan audiens dalam mengolah informasi.

4. Konten di distribusikan ke media sosial dengan caption yang menarik dan menambahkan unsur *Call To Action* (CTA) agar mendorong audiens untuk melakukan tindakan dan *hashtag* untuk memudahkan audiens menemukan konten yang sudah dibuat.

5. Setelah didistrubiskan, konten dianalisis untuk melihat hal apa saja yang mempengaruhi dan tidak dari sebuah konten.

5.2.2 Bagi Pihak Lain

Penelitian ini diharapkan dapat dikembangkan lagi pada industri yang berbeda selain produk kosmetik dengan ruang lingkup yang lebih luas. Selain itu, penggunaan variabel yang diteliti dapat ditambah maupun diubah sesuai objek penelitian di masa depan.

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