

BAB V

KESIMPULAN DAN SARAN

Pada bab ini akan dijelaskan mengenai kesimpulan dari hasil penelitian. Saran juga diberikan untuk penelitian mendatang. Berikut penjelasannya.

V.1 Kesimpulan

Kesimpulan dari penelitian yang dilakukan adalah sebagai berikut:

1. Ditemukan bahwa terdapat pengaruh dari faktor bahasa serta interaksi faktor bahasa dan unsur dinamis terhadap jumlah fiksasi. Faktor bahasa serta interaksi faktor bahasa dan unsur dinamis perlu dijadikan pertimbangan apabila pemilik bisnis ingin merancang iklan yang menarik bagi para pengguna Twitter. Ditemukan juga pengaruh dari faktor unsur dinamis serta interaksi faktor bahasa dan unsur dinamis terhadap skor recall. Faktor unsur dinamis serta interaksi faktor bahasa dan unsur dinamis perlu dijadikan pertimbangan agar konten dari iklan di Twitter dapat tersampaikan dengan baik kepada para pengguna Twitter.
2. Rekomendasi iklan Twitter berdasarkan kedua faktor yang diteliti adalah menggunakan bahasa Inggris dan unsur dinamis animasi. Iklan menggunakan bahasa Inggris lebih menarik bagi pengguna. Iklan bahasa Inggris yang dikombinasikan dengan unsur dinamis juga cenderung lebih diingat oleh pengguna dibandingkan kombinasi lain.

V.2 Saran

Beberapa saran yang dapat diberikan untuk penelitian selanjutnya adalah sebagai berikut:

1. Meneliti faktor lain yang berpotensi memiliki pengaruh terhadap efektivitas iklan seperti jenis barang atau jasa yang dipromosikan.
2. Mengukur efektivitas iklan dengan metode lain seperti jumlah *like* dan *retweet* pada *promoted tweet*.

3. Tidak menjadikan kecepatan membaca dan kemampuan bahasa Inggris sebagai variabel kontrol untuk meneliti apakah terjadi perubahan dalam pengolahan data.
4. Meneliti kombinasi faktor dengan korelasi yang lebih kuat untuk mengetahui apakah dapat memengaruhi hasil rekomendasi iklan.

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