

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

In carrying social media marketing, we have to put attention to our business branding. It is important to have good first impression so our consumers can remember our business clearly just like what we have been branding all this time. In case of IIB Darmajaya, the branding is Technopreneur Campus. Beside branding itself, the content style and material is also important to attach the attention. Of course we have to correlate it to our consumers style and etc. Making interaction in the comment section also needed to create more engagement with our consumers.

#### 5.2 Recommendations

In this era of globalization, more and more people continue to use social media and the internet. Therefore, developments in trends and technology also change quickly according to the times and generations. Therefore, further research is needed regarding the analysis digital marketing strategy for Institut Informatika dan Bisnis Darmajaya.