

CHAPTER V CONCLUSION AND SUGGESTIONS

A. Conclusion

As a promotional media, Instagram is one of the important and much-needed social media for RRI Purwokerto. Because it is a media of interaction that brings the audience and company closer together, especially young people who currently rarely listen to the radio. Therefore, Instagram management is essential for news updates and documentation of activities.

To achieve the promotional goals of Radio RRI Purwokerto, several things must be considered. There are so many interesting programs at Radio RRI Purwokerto that can be made into good content on social media such as after-movie videos. The use of design and the addition of animation, stickers, and captions can add to the interactive impression in promotional content.

B. Suggestion

Some suggestions that can be conveyed to the agency, namely interacting with the audience by responding to some existing comments. Collaborate with several influencers to expand the network and help promote products or services to their audience. In addition to managing social media, website management can also be done by updating news.

To showcase a selection of programs that have proven their excellence, competition is very important because it is a guideline to be enthusiastic in working for progress so as not to be left behind by the changing times. Thus, to become the flagship radio of the Purwokerto community, constructive criticism, suggestions, and input are needed. This is expected to help the management of Radio RRI Purwokerto achieve its goals.