

CHAPTER 9

CONCLUSION

9.1. Conclusion

.Based on the analysis of the data and the results of the discussions that were carried out, it was concluded that in the proposed implementation that had been carried out for six months, it was found that there were quite a number of potential customers on both platforms. The number of visitors to the Tanami website from the top countries is Indonesia, with 2,176, followed by Malaysia with 30 clicks. Insights from the Indococo website show that 4,277 clicks came from India, 641 from the US, and 358 from India. Tanami's Instagram followers are dominated by Indonesian citizens. this can be proven by 76.7% of the total followers are followers in Indonesia. While most Indococo followers come from Brazil with a percentage of 19.3%. This indicates that in the six months of implementation that has been running, marketing using digital marketing has reached consumers and has succeeded in achieving sales targets. It can be said that the solutions offered are quite effective in reaching potential local and international consumers in increasing sales.

9.2. Recommendation

Research on the development of digital marketing in-depth on Instagram and websites is suggested as topics of upcoming research. Research on digital marketing ideas that consumers like in terms of content, design, and marketing adverts can be discussed in upcoming research. This will bring in more customers and increase business profits.

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