

## CHAPTER 5

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This study aims to find the promotion strategies through social media of Loukals and how each strategy affects sales of Loukals. By interviewing the owner and the social media marketer of Loukals, it is found that Loukals uses three kinds of strategies for their sales by using coupons and establishing promos on special occasions, paid promotion through Instagram influencers, and also virtual exhibitions.

The usage of coupons and the establishment of promotions help Loukals to have new customers and maintain the customers that have already made purchases earlier. While paid promotion through Instagram influencers helped Loukals to increase its brand awareness and reach more audiences as well, as the influencers have huge followers. Lastly, the virtual exhibition also helped Loukals to increase brand awareness. However, the sales on this virtual exhibition did not meet the target determined; making this strategy is less beneficial for Loukals. It can be seen that Instagram is suitable for promoting products. From the experience of the Owner and the Lead of the Marketing team of Loukals\_, it can be concluded that Loukals\_ was mainly using Instagram to get customers. Loukals\_ used Instagram as their main promotion strategy. Along with that, it can be seen that Instagram is effective in promoting products. For example, Instagram can be used as a communication medium

between business owners and customers. The business owner can share discount coupons and do Paid Promotions and virtual food fairs by just using Instagram. From their experience, all of the large and small scale promotions were successful and helped Loukals\_ to increase sales.

## **5.2 Suggestion**

The research is not perfect and needs some improvements in order to get the best insights of finding the marketing strategies by using Instagram to increase sales. In accordance with that, the writer would like to share some suggestions to the other researchers who will do the same discussion. It would have been better if future researchers can also interview the customers so that they can compare the perspective between the business owners and the customers.