

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

The results of the analysis indicate the following conclusions:

1. The marketing strategies currently employed by Chloe Time are content marketing and social media marketing. The implementation of social media marketing is carried out through three platforms: Instagram, TikTok, and Shopee. Meanwhile, content marketing, particularly on Instagram, is performed by posting content on Feeds, Stories, and Reels. Chloe Time focuses more on creating content in the form of Reels because Instagram Reels have demonstrated higher engagement levels compared to other content types.
2. After conducting the A/B testing, it was found that Chloe Time's followers preferred content utilizing the PAS (Problem, Agitation, Solution) copywriting framework over the AIDA (Attention, Interest, Desire, Action) copywriting framework.
3. Previously, the Reels content on Chloe Time Instagram, @chloetime.id, was generally categorized as moderate. Following the implementation of these copywriting techniques, both types of content experienced an increase in engagement rate, moving from the moderate to the high category. However, PAS copywriting achieved a higher engagement rate than AIDA, consistent with the A/B testing results. While the engagement rates for PAS and AIDA were closely matched, PAS demonstrated a slight edge in effectiveness.

## 5.2 Suggestion

Based on the research findings and conclusions previously outlined, the researchers suggest the following:

1. Chloe Time should prioritize using the PAS framework in copywriting for Instagram Reels, given its higher effectiveness. This can be achieved by focusing on identifying and articulating specific problems faced by their target market, such as creating Reels series specifically addressing various fashion challenges faced by different consumer segments.
2. Given the high engagement rates of PAS copywriting content, Chloe Time might consider developing campaigns that encourage followers to share their experiences related to fashion issues and tag Chloe Time account on their content. These insights can then be used to develop new products that better meet customer needs.
3. Chloe Time should create interactive content, such as quizzes and polls, to maintain and increase engagement by encouraging followers to participate.

Additionally, organizing giveaways can incentivize followers to engage with the content and share it with their own audience.

4. This study focused on investigating the efficacy of AIDA and PAS copywriting frameworks. While both improved engagement metrics, other methodologies may further enhance content effectiveness. Future research should explore additional frameworks to identify strategies for greater improvements in customer engagement.