

## **BAB V**

### **CLOSING**

#### **5.1 Conclusion**

By looking at the research results that have been discussed, the author draws the following conclusions regarding the Graphic Design Strategy in Creating Visual Content for Jogjaaja.com's Social Media. It can be concluded that the communication strategy in making graphic designs is still focused on creating content for social media, the main factor of which is largely determined by the availability of data and supporting information. The display design in content can always change dynamically, both in determining colors and themes which can be an invitation or information to produce a bombastic work that creates an effect of interest in which the audience can enjoy it. However, due to the lack of human resources, low intensity and the inconsistency of keeping the quality of the visual design content, they planned to change the visual design of the content.

#### **5.2 Recommendations**

With this research, the author expected for Jogjaaja.com company to recruit some people who are experienced in graphic design to work for the company, especially in the graphic design division where it is really needed, making plannings for the next strategy, evaluation activities and able to work together and share some ideas together so that the social media of Jogjaaja.com will stay active and updated with new template designs of the visual contents that are published. So that the social media Instagram is able to receive some perspective audience and followers, regarding the graphic design from the company.

For the author, hopefully this research can add some new knowledge and also the insight for the next research, to the other researchers or the college students in the graphic design field.

