

ABSTRACT

CLOUD STORAGE PROMOTION STRATEGY THROUGH SOCIAL MEDIA INSTAGRAM ACCOUNT OF PT. TELKOM REGIONAL VII

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PT. Telkom Indonesia has a product called IndiHome. IndiHome has additional services that consumers can choose according to their needs. One of the additional services is Cloud Storage. Cloud Storage is a digital data storage service that can be accessed anytime and anywhere with internet access. PT. Telkom Regional VII has a Digital Marketing Operation (DMO) Unit to promote products digitally. DMO unit actively promotes its products through digital media, especially social media. However, in its daily life, PT. Telkom Regional VII does not promote Cloud Storage products through social media. So far, PT. Telkom Regional VII has been promoted through sales personnel at Telkom Plaza.

This study aims to make promotional videos using the AIDA method to promote Cloud Storage products of PT. Telkom Regional VII. The research method used in this study is qualitative descriptive. This qualitative descriptive approach uses data collection through structured interviews, distribution of questionnaires before and after create the product, observations, and document studies in the form of books, journals, websites, and others that can help the researcher in the research process. There are several stages in making Cloud Storage promotional videos: pre-production, production, post-production, and evaluation. Cloud Storage promotional videos will be uploaded through @telkomkti (the social media Instagram account of PT. Telkom Regional VII). However, as of July 1, 2023, the name of the Instagram account has changed from @telkomkti to @indihomekti.

The results of this study show that the four elements of AIDA used, namely Attention, Interest, Desire, and Action, can be variables in measuring Cloud Storage promotion at PT. Telkom Regional VII because the four variables have a positive impact through promotional videos. Using videos in promoting Cloud Storage products is expected to be a good promotional medium to introduce Cloud Storage products and can be a content reference for companies.

Keywords: AIDA, promotion strategy, and promotional videos.

Translated by:

