# *ABSTRACT*


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**DIGITAL PROMOTION STRATEGY AT UMKM QUANTUM STORE PAREPARE**

*Author* : Fadilah Hasanah Harsyad
*Supervisor* : Erni Cahyani Ibrahim

*This study aims to find out the strategy of digital promotion implemented by* UMKM *(Micro, Small, and Medium Enterprises)* Quantum Store Parepare. *The main focus of this study is to understand how this* UMKM *utilizes digital technology in improving its sales and expanding its market. With the increase of internet users in Indonesia, this study also explores the challenges and opportunities faced by* UMKM *in implementing an effective strategy of digital marketing.*

*This study applied a qualitative approach with data collection through deep interviews and direct observation in Quantum Store. The researcher also used document analysis to get additional information about the marketing strategy that had been implemented. The collected data were then analyzed to identify the pattern and the trend in implementing the strategy of digital promotion by* UMKM.

*The result shows that Quantum Store has successfully implemented a digital promotion strategy developed in the form of profile videos based on the AISAS theory, which includes five stages, namely attention, interest, search, action, and share. The impact test results of this profile video show a significant increase in the number of views, likes, and comments on the video uploaded to YouTube. The promotion video is aimed at reaching more customers. Besides that, this study also reveals a deep comprehension that the customer's behavior and digital trends are very important for a successful promotion strategy. Therefore,* UMKM *in* Parepare *has great potential to develop through the utilization of precise digital technology.*



**Keywords:** *Promotion Strategy, AISAS Model, Video Profile*


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