ABSTRACT

THE ROLE OF PROMOTIONAL VIDEO THROUGH SOCIAL MEDIA IN INCREASING THE BUYING INTEREST AT NYANTEH INDONESIA

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The development of technology and information media has increased people's dependence on access to information, especially in this digital era. MSMEs (Micro, Small, and Medium Enterprises) play a crucial role in the economy, society, and environment. To remain competitive today, the MSMEs must utilize technology and social media effectively. Instagram and TikTok are the main platforms for MSMEs to promote their products and services. Promotion through social media is essential because it can attract more customers and increase sales. This research focuses on Nyanteh Indonesia*, an MSME in the tea beverage industry, which was established in 2022 and now has 9 outlets in South Sulawesi. By offering various tea variants at affordable prices,* Nyanteh Indonesia *seeks to maintain a positive image through the right promotional strategy. Instagram and TikTok were chosen as the main platforms for promoting their products. The results of the pre-study revealed that* Nyanteh Indonesia *faces challenges in increasing activity on social media and needs interesting promotional video content. The owners of* Nyanteh Indonesia *expressed their desire to expand their presence on social media, especially TikTok. Despite having several outlets, promotional videos are considered essential to reach a wider audience and strengthen brand awareness.*

This study applied a qualitative approach through interviews, observations, and documentation to evaluate how promotional videos can increase consumer's buying interest and expand the market of Nyanteh Indonesia.

The result of analyzed data shows that creative and informative promotional videos are able to increase buying interest, expand brand awareness, and attract more visitors to the outlet. Therefore, promotional videos have proven to be a very effective tool for Nyanteh Indonesia's *marketing strategy.*

Keywords: *Promotional Videos, MSMEs, Buying Interest.*

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