ABSTRACT

VIDEO CONTENT AS A PROMOTIONAL STRATEGY IN INCREASING CONSUMER ATTRACTIVENESS AT IKM KARYA MEGA RESKY

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Small and Medium Industry (IKM) plays a massive role in Indonesia's current economic growth and national development. The IKM also helps to create jobs for the community around the IKM. Given its very influential role in Indonesia, small industries, including small and large businesses, must continue to be developed to create equity and realize prosperity for the people of Indonesia and the people of Indonesia. The IKM Karya Mega Resky is a small industry located in Central Mamuju that processes fruits and vegetables into chips. Since its establishment in 2015, it has never utilized digital media as a promotional strategy. The promotional media used is still manual. This still causes this IKM to not be recognized by the entire community of Central Mamuju and a wider audience. One way to continue to grow a business is to use a promotional strategy that follows current trends so that consumers can be attracted to the promotions carried out. This caused researchers to conduct research by creating video content as a promotional strategy using the AISAS theory.

This study aimed to determine how video content creation as a promotional strategy at IKM Karya Mega Resky increased consumer attractiveness. The qualitative research method uses data collection techniques of observation, interviews, and documentation.

The results of the research conducted show that, making video content as a promotional strategy carried out at IKM Karya Mega Resky which was initially not recognized can now be known by a wider audience. Video content that is created and shared can greatly increase consumer attractiveness to visit IKM Karya Mega Resky and make purchase transactions.

Keywords: *Promotional Strategy, Video Content, Attractiveness.*

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