ABSTRACT

PROMOTION STRATEGY THROUGH INSTAGRAM VIDEOS ON AMY *COLLECTION BOUTIQUE*

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Promotional videos are one of the effective media in conveying information to consumers through attractive visual and audio elements. One of the platforms that can be used is Instagram social media, especially through the paid advertising feature, namely Instagram Ads, which is able to reach thousands of users in a targeted manner. This study aims to find out the proper promotion strategy for the Amy *Collection boutique located in Makassar by using video advertisements through Instagram social media. The background of this research is based on the lack of optimal use of social media, especially Instagram, as a means of promotion. Boutique owners have only relied on word-of-mouth promotions, photo uploads without a clear content strategy, and have not taken full advantage of the Instagram Ads feature.*

The method used in this study was a qualitative method with a descriptive approach through observations, interviews, and documentation.

The results show that there was a significant increase in account activity, including 6,574 video views, 3,583 account reach, 147 profile visits, and 1,870 video views for 3 seconds, 140 likes, 3 saves, and 2 shares after promotional videos were advertised through Instagram Ads. The results of the Instagram Ads insight indicate the high visual appeal of the video content displayed. This study concludes that promotional strategies through paid video ads on Instagram are considered effective in attracting consumer attention and increasing the visibility of boutiques in the digital era

Keywords: Strategic Promotion, Video, Instagram Ads, Amy *Collection*

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