ABSTRACT

ABSTRACT

THE USE OF INSTAGRAM ADS AS A PROMOTIONAL TOOL TO INCREASE CONSUMER APPEAL TO DEXTRA COFFEE

Author : Azzahra
Supervisor : Nuraeni Sayuti

The development of digital technology has changed the way business actors market products, especially through social media such as Instagram. In the midst of increasingly fierce business competition, Instagram Ads are an important strategy to increase consumer appeal, especially for business actors who are in less strategic locations such as Dextra Coffee in Maros Regency. This research was motivated by the need to expand the reach of promotions that were previously only carried out organically without the help of paid advertising. The purpose of this study is to find out the extent to which the use of the Instagram Ads feature can be used effectively as a promotional tool in increasing consumer appeal.

This study uses a descriptive qualitative approach with data collection techniques through interviews, observations, and documentation. The researchers also created promotional videos and posted them in the form of ads through Instagram Ads for seven days to observe their impact on the audience.

The results showed a significant increase in user reach and interaction after the promotional video was advertised. Audiences not only watch, but also show engagement through likes, shares, saves, and comments. This proves that engaging content and the right advertising strategy can actively drive audience engagement. In conclusion, Instagram Ads have proven to be effective as a digital promotional tool in increasing consumer appeal. Therefore, it is highly recommended for Dextra Coffee and other business actors to make the most of Instagram Ads as part of their digital and creative marketing strategies to increase visibility, consumer attraction and sales potential..

Keywords: Instagram Ads, Digital Promotion, Consumer Appeal, Social Media, Dextra Coffee

Translated by:
The AgencyES
Language Institute
File No.: 594-S1-125027