## *ABSTRACT*

### *OPTIMIZATION OF SOCIAL MEDIA IN REACHING THE MARKET OF SAFAMARWAH HAJJ AND UMRAH TRAVEL*

*Author : Nurhaliza Putri*

*Supervisor : Asrini A. Saeni*

*The background of this study is the limited use of social media, which has previously been regarded merely as a means of documenting various activities, without realizing that social media can also be used as a promotional tool, ad placement, and personal branding of Safamarwah Travel. Moreover, this study aims to analyze the effectiveness of the digital promotion strategy by utilizing the Instagram Ads feature in increasing the visibility and interaction of the social media account of PT. Safa Marwah as the service provider of the hajj and umrah pilgrimage. Before the implementation of paid advertisements, the company's Instagram account showed a moderate performance in terms of impressions, but the increase in followers and user interactions was still lacking. This study employed a descriptive qualitative approach, analyzing the data in the form of users' activities before and after the advertisement campaign was conducted. The implementation process included creating the content for the promotional video, editing the footage using CapCut application, as well as the display of advertisements through the Instagram Ads feature with a minimum budget as an effort to test the effectiveness of digital content distribution. The result shows that the use of Instagram Ads significantly contributes to increasing the reach and impressions, profile visits, as well as the potential audience engagement. This finding reveals that the promotional strategy of digital data-based, particularly through social media, is an adaptive and relevant approach in supporting the growth and competitiveness of travel service businesses in the digital era transformation.*



*Keywords: Instagram Ads, Digital Promotion of Social Media, Promotional Video, Market Reach.*


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