ABSTRACT

PROMOTIONAL VIDEOS THROUGH INSTAGRAM SOCIAL MEDIA CONTENT IN INCREASING THE POPULARITY OF ANNAILAH DRIVING COURSES

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Rapid developments in the service sector, particularly driving training, are driving the need for promotional strategies that are relevant to today's digital trends. Annailah Driving Course, as a new institution in Makassar City, faces challenges in building popularity amid fierce competition. This study aims to examine the effectiveness of educational promotional videos through Instagram content as a strategic medium in increasing the visibility of the institution.

The method used is a descriptive qualitative approach, with data collection through interviews, observations, documentation, and literature studies. The object of the study was @kursus_mengemudi_annailah Instagram account, which was analyzed before and after the preparation of the educational promotional video.

The results of the study show that the use of videos with educational narratives, attractive visuals, and formats according to Instagram characteristics is able to significantly increase digital interaction. The number of video views increased from 564 to 1,928, while engagement rates such as likes and comments also increased significantly. These findings reinforce the theory that visual communication through video is an effective marketing strategy in building the popularity and image of the institution. In conclusion, Instagram can be a potential promotional medium for non-formal educational institutions, provided that there is consistency in content management. Recommendations from this study include the development of a periodic content strategy, as well as the exploration of other digital platforms such as TikTok and YouTube to reach a wider audience.

Keywords: Promotional Videos, Social Media, Instagram, Popularity, Driving Courses.

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