ABSTRACT

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***PROMOTIONAL STRATEGY MODEL THROUGH INSTAGRAM IN INCREASING THE SALES AT* DAPOER MAMMAMIA**

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The development of information technology today has advanced rapidly and has had a widespread impact. However, this development also presents challenges for the MSMEs in increasing their sales. Therefore, business owners need strategies to face these challenges to enhance the value of their enterprises. Dapoer Mammamia *is one of the MSMEs in South* Sulawesi, *located in* Maros *Regency, that has operated in the food sector and has been established for quite some time, but has not yet maximized its sales performance. This study aims to increase the sales of the* Dapoer Mammamia *by using promotional strategies.*

This study applied a qualitative research method with a descriptive approach. The study began with observations and interviews to determine ideas and strategic approaches to be used. The chosen promotional strategy was the use of promotional videos through the Instagram account of Dapoer Mammamia.

The results of this study indicate that producing and uploading promotional video content as a promotional strategy model led to an increase in sales of the products in Dapoer Mammamia *including* Abon Ayam Oma *from 280 packs sold before the promotional video upload to 326 packs afterward, and an increase in sales of* kue baruasa *from 315 packs to 386 packs. Based on these findings, it can be concluded that the promotional strategy model in the form of promotional videos is an effective way to increase the product sales at* Dapoer Mammamia.

***Keywords** : MSMEs, Promotional Strategy, Promotional Video*

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