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ABSTRACT

PROMOTIONAL STRATEGIES AT LAMIERRA COFFEE TO INCREASE SALES VOLUME

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This research aims to identify the promotional strategies implemented by Lamierra Coffee *to increase sales volume and to evaluate the effectiveness of social media, particularly the TikTok App, in attracting consumer interest. The research focuses on the use of promotional videos uploaded through the official TikTok account @lamierracoffee as a means of communication with the audience. Promotion through social media is considered an important step, as it can reach a broader audience at relatively low cost. The development of digital technology encourages business actors to leverage social media as a more modern marketing strategy. Thus, this study provides an overview of the role of digital promotion in supporting business competitiveness.*

The research method used is descriptive qualitative, with data collection techniques including observation, interviews, and documentation. The analysis is carried out using the AIDA theory (Attention, Interest, Desire, Action) to assess how well the structure of the promotional messages in the videos captures attention, generates interest, creates desire, and drives consumer action. This approach helps the researcher understand the effectiveness of promotional content from the consumer's perspective.

The results of the study show that the use of the AIDA concept in promotional videos has proven effective in capturing attention and increasing interaction on social media. This is evident from the rise in profile visits, video views, user engagement (likes, shares, saves), and the number of followers. The most significant impact is the increase in sales volume—from an average of 800 cups per month to around 1,500 cups after the promotional videos were published. These findings demonstrate that short-form video-based social media promotions with engaging visuals can be an effective strategy for MSMEs, particularly in the food and beverage sector.

Keywords: Promotional Strategy, AIDA, Promotional Video.

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