ABSTRACT

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PROMOTIONAL VIDEO STRATEGY IN INCREASING CONSUMER ENGAGEMENT IN* MARLIN *FROZEN FOOD BUSINESS

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In the present digital era, business owners are required to create a marketing communication strategy that is able to make an effective engagement with the audience. Utilizing video content as promotional media is one of the relevant approaches to answer this challenge. This study aims to analyze how promotional video strategies can increase consumer engagement in the Marlin *Frozen Food business.*

This study applied a descriptive qualitative approach, which collected the data through the techniques of observations, interviews, and documentation.

The result shows that the engagement of consumers was low before utilizing the promotional video, although the number of social media followers is quite high. After implementing the video strategy, there has been a significant increase in digital engagement, such as the number of views, comments, and product orders. The video contents that highlight the product's advantages, ease of preparation, and customer testimonials has proven effective in building emotional connections and audience trust. This strategy also shows the effectiveness in delivering the Marlin *brand reposition from the provider of general frozen food to a provider of high-quality frozen fish. In conclusion, this study states that the promotional video is an effective approach to increase consumer engagement cognitively, emotionally, and behaviorally. This study also recommends that this business keep improving its educational, interactive, and consistent video content, as well as using testimonials and social messages as part of the brand story.*

Keywords: Promotional Video, Consumer Engagement, Communication Strategy, Social Media, Marlin *Frozen Food*

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