ABSTRACT

DIGITAL PROMOTION STRATEGY VIA INSTAGRAM VIDEO CONTENT IN ENHANCING BRAND AWARENESS AT TOKO KOPI HIIRO MAKASSAR CITY

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The increasingly intense competition among coffee shops in Makassar City requires micro-entrepreneurs to adopt effective promotional strategies. Toko Kopi Hiiro, which adopts a coffee-to-go concept, continues to face low brand awareness because its Instagram promotions are inconsistent and its content quality is suboptimal. Thus, this study aims to analyze the utilization of a promotional strategy through Instagram video content in enhancing the brand awareness of Toko Kopi Hiiro.

This study applied a qualitative method with a descriptive approach. The data were gathered through semi-structured interviews, observation, and documentation. The informants were determined purposefully and consisted of 11 individuals, including one owner, five consumers unfamiliar with the brand, and five consumers already familiar with Toko Kopi Hiiro. The researcher designed and published three types of video content: bumper ads, educational videos, and comedy-infused testimonial videos. The level of brand awareness was analyzed according to Aaker's theory (unaware of the brand, brand recognition, brand recall, and top of mind) by comparing conditions before and after the content publication.

The results of the study indicate that this strategy is effective. Bumper videos reinforce visual identity and operational information. Educational videos play the most significant role in building brand recall through online ordering guides. Testimonial videos achieved the highest performance (1,357 views and 376 shares) and reinforced purchasing confidence. All informants who were previously unfamiliar with Toko Kopi Hiiro became familiar with it, and Toko Kopi Hiiro is now among the brands that instantly come to consumers' minds when coffee shops in Makassar are mentioned. The video content also successfully communicated the advantages of the coffee-to-go concept, namely fast service and ease of access.

Keywords : Digital Promotion, Video Content, Instagram, Brand Awareness, Coffee-to-go.

Translated by:



The AgencyES
Language Institute
File No.: 875-S1-126098
File No.: 875-S1-126098