ABSTRACT

TEMAN BUS *SERVICE PROMOTION USING MODEL THE FLOWER OF SERVICE*

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This study aims to promote the Teman Bus Mamminasata *services through an introduction video of the* Teman Bus *services. Therefore, the* Teman Bus *can be recognized by the public, especially in the* Mamminasata *area which is the main route traversed by the* Teman Bus. *Based on pre-research that has been done for Instagram content management in the form of service introduction videos have not been carried out due to limited human resources, a lot of workloads, delayed main work tasks, and banners already exist but only exist in the form of general service writing. The special promotion for* Teman Bus *once existed in the form of flyers but was a socialization package from the Ministry of Transportation.*

The research method used in this study is Descriptive Qualitative. This descriptive qualitative approach uses data collection and collection through interviews, observation and documentation by asking questions to several parties involved in the research process. Produced video content such as what kind of introduction will be told in the video so that it is easily understood and recognized by the public by using data collection techniques. by using the data collection techniques carried out.

The results of this study show the analysis of service identification using The Flower of Service model with components namely information, order taking, billing, payment, consultation, hospitality, safekeeping, and exceptions, this component is a reference for the content of the introduction video based on the model used, as for the stages carried out, namely, the preproduction, production, and post production stages. The output of this study is to produce an introduction video to be shown to the whole community how to use Teman Bus. From the results of the video, the public got enthusiastic in seeing the results of this introduction video post. The insights from this introduction video are 2,686 times the video was played, 111 users who liked this post, 27 users who shared this post, 16 users who commented about this upload, and 5 users who saved this upload.

Keywords: *Introduction Video, The Flower of Service Model,* Teman Bus

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