ABSTRACT

***THE PROMOTION OF THE* PIJAR BELAJAR *APPLICATION IN A VIDEO FORM THROUGH INSTAGRAM SOCIAL MEDIA OF* PT. TELKOM REGIONAL VII MAKASSAR**

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PT. Telkom Regional VII *is a company that utilizes technology advancement by performing digital marketing. However, the promotion has not been optimally conducted toward the Add-on product, particularly the* Pijar Belajar application. *The research objective is to create a promotional video of the* Pijar Belajar *application, which is used as promotional media on Instagram of* PT. Telkom Regional VII.

This research applied a descriptive qualitative method. The descriptive qualitative approach uses data collection through interviews, documentation, and observation of some parties, which help the research process.

The research result shows the measurement of the Pijar Belajar *application promotion video* in PT. Telkom Regional VII, *which used the AIDA indicator model including Attention, Interest, Desire, and Action, brings a positive impact. The promotion video of the* Pijar Belajar *application is expected to be a good promotion media to introduce the product of the* Pijar Belajar *application of* PT. Telkom Regional VII *to the society.*

Keywords: Promotion Video, AIDA, Instagram

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