ABSTRACT

PROMOTIONAL STRATEGY THROUGH MAKING VIDEOS ON* SAMBAL BU OI *IN MAKASSAR CITY

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According to Law Number 20 of 2008, MSMEs or Micro, Small, And Medium Enterprises are micro-enterprises, namely productive businesses owned by individuals and/or individual business entities that meet the criteria for micro-businesses as regulated by the law. The development and improvement of MSMEs in Indonesia are greatly influenced by the owner's strategy in increasing sales in order to survive and compete with other MSMEs. Promotion strategy is an important aspect that will affect the increase in sales development, especially in medium businesses. The locus of research conducted by the researcher is on a chili-sauce business called "Sambal Bu Oi". The Sambal Bu Oi only produces one type of chili sauce, namely onion chili sauce. The process of making chili sauce, of course, is in accordance with the standard operating procedures (SOP). The purpose of this study is to improve promotional strategies through the creation of promotional videos through the TikTok media platform on the Sambal Bu Oi *in order to increase the number of customers. The researcher intends to carry out a promotional strategy by making promotional videos as attractive as possible to be published through the TikTok media platform.*

This research uses a qualitative research approach or research that will eventually obtain data in the form of written or oral texts called descriptive data from the people or behaviors being studied. Using this qualitative research approach, it is hoped that this research can be carried out optimally and in-depth. The data sources in this study are primary data and secondary data. Primary sources are data sources that directly provide data to data collection, and secondary sources are indirect sources that provide data to data collectors. This research uses a qualitative approach, which is carried out through observation, direct interviews, and documentation studies.

The results of this research are in the form of promotional videos on the TikTok social media platform. Promoting Using promotional videos is one of the solutions that can help problems that arise in MSMEs. The promotional video contains elements of the AIDA model. Each round must include Attention, Interest, Desire, and Action. From the results to the community about the impact of Sambal Bu Oi's promotion, using videos is also very good, and it is hoped that it can be a reference for increasing sales of other products.

Keywords: *Promotional Strategy, Video, Promotional Media, AIDA.*

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