ABSTRACT

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DEVELOPMENT OF PROMOTIONAL MEDIA IN INCREASING CUSTOMER PURCHASE INTEREST AT ZEA EATS CAFE

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The use of social media has increased significantly compared to previous years, reflecting the changing times that increasingly rely on technology. Many people now use social media as a means to exchange information, making this platform an ideal place to deliver news, stories, or advertisements. The speed of information dissemination on social media encourages entrepreneurs to utilize it as a promotional tool for their products or services. One example of a business that utilizes social media is Zea Eats Cafe, located in Makassar, which has implemented promotional media. However, this cafe is facing challenges with its previous promotional methods due to incomplete information and a lack of attractiveness. This research aims to update the promotional strategy of Zea Eats Cafe to be more optimal. The promotional strategy used is a promotional video with a promotional mix concept. The promotional mix consists of five elements: advertising, direct marketing, personal selling, sales promotion, and public relations.

A qualitative research method was employed, facilitating the measurement of the impact of the developed promotional video. The use of promotional videos with a promotional mix can be more effective in increasing customer purchase interest at Zea Eats Cafe, helping the cafe achieve maximum revenue and enhance its visibility among the public.

Keywords: *Promotional Media, Customer Purchase Interest, Promotional Mix, Promotional Video.*

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