ABSTRACT

***THE DESIGN OF AN INSTAGRAM-BASED E-CATALOG FOR* RUMAH MAKAN OKE**

Author : Rezky Amaliya
Supervisor : Erni Cahyani Ibrahim

The rapid development of digital technology has encouraged business actors to innovate in delivering product information and building more effective interactions with consumers. One form of such innovation is through digital promotional media, which can reach audiences widely, quickly, and interactively. One of the most widely used platforms in digital marketing today is Instagram, a visual-based social media platform that offers various promotional features such as feed, story, and bio links. In the culinary sector, Instagram has become a strategic medium to promote food and beverage menus due to its ability to present attractive visual content. However, not all local culinary businesses can fully utilize this medium, including Rumah Makan Oke, which is the object of this research. This study aims to design a digital promotional medium in the form of an Instagram-based e-catalog for Rumah Makan Oke as a solution to the problem of suboptimal product information delivery to consumers.

The research method used is a qualitative approach with data collection techniques through observation, interviews, and documentation.

The results indicate that the social media account of Rumah Makan Oke has not been managed systematically, so product information has not been conveyed optimally to customers. The e-catalog design was carried out using a visual approach through photography, typography, and color, and applying the AIDA (Attention, Interest, Desire, Action) model as a promotional strategy. The e-catalog is published via the link in the bio of the official Instagram account of Rumah Makan Oke to provide quick and engaging access to product information. The implementation results show that the e-catalog can increase consumer purchase interest, strengthen brand identity, and expand digital promotional reach.

Keywords: Promotional Media, E-Catalog, Instagram, Rumah Makan Oke.

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