ABSTRACT

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***ADVERTISEMENT PROMOTIONAL STRATEGY THROUGH FACEBOOK SOCIAL MEDIA AT* TALITA BUTIK PAKAIAN MUSLIMAH**

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This study aims to identify the advertisement promotional strategy through Facebook social media that was implemented by Talita Butik *to market its Muslimah clothing products. The background of this study is based on the digital era, which enables the rapid and easy dissemination of information. In addition, the vast number of Facebook users in Indonesia makes Facebook a potential platform for digital marketing. Meanwhile,* Talita Butik *had experienced an issue with optimal promotion and a decrease in revenue in the last five years, so it requires an effective promotional strategy.*

This study applied a descriptive qualitative method with a case study approach. The data were collected through observations, interviews, documentations, and literature study. The data analysis referred to the AIDA (Attention, Interest, Desire, Action) Model to evaluate the effectiveness of video promotion content that was broadcast through Facebook Ads.

*The result shows that the use of Facebook Ads can significantly increase audience reach, as evidenced by 37,346 impressions, reaching 25,218 accounts, and generating 274 page clicks within 14 days. Video strategy emphasizes the product visualization, persuasive narration, supporting music, and calls to action have proven effective in capturing attention and encouraging consumer interaction. In conclusion, promotional strategy using Facebook Ads plays an important role in establishing brand awareness and increasing the effectiveness of digital marketing for Talita Butik in the era of social media. This study also reveals an insight into the implementation of the AIDA model in video advertisements on Facebook for the Micro, Small, and Medium Enterprises (*UMKM*) of Muslimah clothing.*

Keywords: *Promotional strategy, Facebook Ads, Social media, Promotional video, Muslimah clothing*

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