ABSTRACT

***THE PROMOTIONAL VIDEO EFFECTIVENESS OF DIGITAL VILLAGE, A STUDY AT* PT. DIGITAL DESA INDONESIA**

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Advances in information technology have driven the urgent need for digital transformation in various sectors, including village governments. However, the implementation of digitalization in villages still faces obstacles, such as low digital literacy, limited infrastructure, and a lack of understanding of the people and village officials about the digital service system. Along with these problems, a medium is needed that can provide solutions to provide understanding to the community and village officials. This study aims to measure the effectiveness of visual communication-based promotional videos as an educational promotion strategy in introducing the concept of Digital Village to the service system owned by PT. Digital Desa Indonesia *(*DIGIDES*).*

The method applied in this study was descriptive qualitative research, with data collection techniques through interviews, observations, and documentation studies on several informants and users of DIGIDES *services. The process of video making was carried out systematically based on the stages of Video Promotion, starting from market research, goal setting, concept development, script writing, to video production, which will then be tested using the EPIC Model (Empathy, Persuasion, Impact, Communication) approach.*

The results of the study showed that promotional videos effectively increase the understanding and interest of village officials in digital service systems, as well as encourage some non-user villages to consider moving from manual to digital systems. In conclusion, promotional video media has proven to be effective as a means of education and strategic communication for companies in supporting the acceleration of the digitalization of village government in Indonesia and the introduction of service systems at PT Digital Desa Indonesia.

Keywords : Promotion Strategy, EPIC Model, Digital Village, Promotional Video Effectiveness.

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