ABSTRACT

PROMOTION STRATEGY OF GERABAH UMEGAH TAKALAR _THROUGH THE CONTENT IN INSTAGRAM SOCIAL MEDIA_

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Indonesia is one of the countries that support the creative economy movement. The craft industry is one of the creative economies. Craft arts industry such as pottery arts highly supports the economy, particularly during the Covid-19 pandemic. Pottery products can be an everlasting industry because the material is durable. Pottery is a three-dimensional craft art made of clay that is burned and utilized to fulfill the kitchen equipment of a household including a jug, pot, and pan. In the modern era, the industry of pottery arts produces various things such as flowerpots, roof tile, bricks, household tools, various children's games, and others. The craft industry is a Small and Medium Enterprise (SME) as the economy cantilever and holds a high potential to improve the welfare of Indonesia's economy. Takalar Regency is one of the regions that produces the craft industry, namely Gerabah Umegah Takalar. To support a significant improvement in pottery, digital promotion is required to market the products to modern society.

This study applied a qualitative method by applying segmentation, targeting, and positioning strategies that were implemented into four dimensions of marketing namely entertainment, interaction, trendiness, and customization. These strategies are expected to raise the interest and interaction of information providers about the product to its customers and potential customers. The output of the promotion is feed content on Instagram which was later uploaded to the social media of Gerabah Umegah Takalar.

The research result found that the promotion strategy has not been performed optimally by Gerabah Umegah Takalar *business. Therefore, the promotion content on Instagram is expected to optimally promote the products in the form of feed posts.*

Keywords: *Pottery, Promotion Media, Social Media, Marketing Dimension*

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