ABSTRACT

PRODUCT PROMOTION STRATEGY AT THE* D'CABE-CABEIN *RESTAURANT USING INSTAGRAM SOCIAL MEDIA

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This study aims to make promotional videos using the AIDA method as a promotional strategy for The D'Cabe-cabein *food products because currently, the* D'Cabe-cabein *only utilizes banners and word of mouth (WoM) as the marketing strategies.*

The research method used in this study is qualitative descriptive. This qualitative descriptive approach uses data collection through structured interviews, observation and documentation of several related parties that can assist researchers in the research process.

The results of this study show that the four elements of AIDA, consisting of Attention, Interest, Desire, and Action, provide output in this study in the form of promotional videos on Instagram. From the promotional video, measurements were made using AIDA and positive impacts were obtained related to the elements of Attention, Interest, Desire and Action.

Keywords: *AIDA, Promotional Video, Digital Marketing*

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