ABSTRACT

Laura Erlykasna Br. Ginting, Student ID 722125009 (2022). Development of Instagram Promotional Media Based on Reels and Feed Content to Increase Engagement Rate at Kraflo_id.

This study aims to develop Instagram promotional media based on Reels and Feed content to increase the engagement rate of Kraflo. The problems faced by Kraflo include suboptimal management of promotional content, low engagement rates on its Instagram account, and the underutilization of the Reels feature as a primary promotional medium. Based on Instagram Insights data, the account's performance showed fluctuations in reach and interactions, indicating the need for more effective promotional media that aligns with audience characteristics. This research employed the Research and Development (R&D) method using the 4D Model, which consists of the Define, Design, Develop, and Disseminate stages. The developed products were Instagram Feed designs and Reels video content intended to serve as digital promotional media for Kraflo. The feasibility of the developed media was evaluated through validation by media and marketing experts based on visual, technical, and promotional effectiveness aspects. Data analysis was conducted using descriptive statistical analysis by measuring Engagement Rate by Reach and Engagement Rate by Impressions based on Instagram Insights data. The results of this study are expected to demonstrate that the systematic development of Feed and Reels content can improve the quality of promotional media and increase the engagement rate of the Kraflo Instagram account, thereby supporting the effectiveness of the business's digital marketing activities.

Keywords: *Instagram Promotional Media, Instagram Reels, Instagram Feed, Engagement Rate, Kraflo_id.*

ABSTRAK

Laura Erlykasna Br. Ginting, NIM 7221250009 (2022). Pengembangan Media Promosi Instagram Berbasis Konten Video *Reels* dan *Feed* untuk Meningkatkan *Engagement Rate* pada Usaha Kraflo_id.

Penelitian ini bertujuan untuk mengembangkan media promosi Instagram berbasis konten video *Reels* dan *Feed* guna meningkatkan *engagement rate* pada usaha Kraflo. Permasalahan yang dihadapi Kraflo adalah belum optimalnya pengelolaan konten promosi, rendahnya tingkat *engagement rate* akun Instagram, serta belum dimaksimalkannya pemanfaatan fitur *Reels* sebagai media promosi utama. Berdasarkan data *Instagram Insights*, performa akun menunjukkan fluktuasi jangkauan dan interaksi yang tidak konsisten sehingga diperlukan pengembangan media promosi yang lebih efektif dan sesuai dengan karakteristik audiens. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan pendekatan model 4D yang meliputi tahapan *Define, Design, Develop, dan Disseminate*. Produk yang dikembangkan berupa desain konten *Feed* dan video *Reels* Instagram sebagai media promosi digital Kraflo. Kelayakan media diuji melalui validasi oleh ahli media dan ahli marketing berdasarkan aspek visual, teknis, dan efektivitas promosi. Analisis data dilakukan menggunakan analisis statistik deskriptif dengan mengukur *Engagement Rate by Reach* dan *Engagement Rate by Impressions* berdasarkan data *Instagram Insights*. Hasil penelitian diharapkan menunjukkan bahwa pengembangan konten *Feed* dan *Reels* yang dirancang secara sistematis mampu meningkatkan kualitas media promosi serta mendorong peningkatan *engagement rate* pada akun Instagram Kraflo sehingga dapat mendukung efektivitas pemasaran digital usaha.

Kata Kunci: Media Promosi Instagram, Reels Instagram, Feed Instagram, *Engagement Rate,* Kraflo_id.

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