PERANCANGAN MEDIA PROMOSI PADA SOSIAL MEDIA INSTAGRAM BEAUTY LATORY COSMETICS STORE

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ABSTRAK

Promosi produk melalui media sosial, khususnya Instagram, telah menjadi salah satu strategi pemasaran yang paling efektif di era digital. Penelitian ini bertujuan untuk merancang strategi promosi produk skincare Mommylatory dan Babylatory melalui media sosial Instagram dengan fokus pada konten visual berupa foto dan video. Dalam konteks ini, Instagram menawarkan berbagai fitur seperti *feed post, stories, reels,* dan *live streaming* yang dapat dimanfaatkan untuk meningkatkan *brand awareness* serta keterlibatan pelanggan. Dengan menggunakan pendekatan visual yang kuat dan strategi hashtag yang relevan, promosi produk skincare Mommylatory dan Babylatory di Instagram diharapkan dapat menjangkau target audiens, yaitu ibu dan keluarga yang memiliki bayi. Penggunaan influencer serta pengukuran kinerja promosi melalui engagement rate, reach, dan conversion rate juga menjadi bagian penting dalam proses evaluasi keberhasilan kampanye. Hasil penelitian ini menunjukkan bahwa Instagram sebagai media sosial berbasis visual dapat menjadi alat yang efektif untuk mempromosikan produk skincare Mommylatory dan Babylatory.

Kata Kunci: Sosial media, Promosi, Instagram, Foto, Video, Skincare.

DESIGN OF PROMOTIONAL MEDIA ON SOCIAL MEDIA INSTAGRAM BEAUTY LATORY COSMETICS STORE

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ABSTRACT

Product promotion through social media, especially Instagram, has become one of the most effective marketing strategies in the digital era. in the digital era. This research aims to design promotional strategy for Mommylatory and Babylatory skincare products through social media. Instagram with a focus on visual content in the form of photos and videos. In this context In this context, Instagram offers various features such as feed posts, stories, reels, and live streaming that can be utilized to increase brand awareness and customer engagement. By using a strong approach and relevant hashtag strategy, the promotion of skincare products on Instagram is expected to reach the target audience. Mommylatory and Babylatory skincare products on Instagram are expected to reach the target audience, namely mothers and families who have babies. The use of influencers and measurement of promotional performance through engagement rate, reach, and conversion rate are also an important part of the process of evaluating the success of the are also an important part of the campaign success evaluation process. Results The results of this research show that Instagram as a visual-based social media can be an effective tool to promote Mommylatory and Babylatory skincare products. and Babylatory skincare products.

Keywords: *Social media, Promotion, Instagram, Photo, Video, Skincare.*