

ABSTRAK

Penelitian ini bertujuan untuk merancang strategi promosi digital melalui pemanfaatan media sosial Instagram dan marketplace Shopee sebagai upaya meningkatkan efektivitas pemasaran pada Toko Kripik Pangsit Bueko di Tanjung Enim, Sumatera Selatan. Usaha ini sebelumnya hanya mengandalkan promosi secara offline melalui rekomendasi pelanggan, sehingga jangkauan pasar menjadi terbatas dan kurang mampu bersaing di era digital yang kompetitif. Dalam penelitian ini digunakan model pengembangan ADDIE (Analysis, Design, Development, Implementation, Evaluation) sebagai pendekatan sistematis dalam perancangan media promosi digital. Instagram digunakan sebagai media untuk menyajikan konten visual yang menarik, memperkuat citra merek, serta membangun interaksi dengan konsumen secara dua arah, sehingga menciptakan hubungan yang lebih dekat antara usaha dan pelanggan. Sementara itu, marketplace Shopee dipilih sebagai platform penjualan online yang menawarkan fitur promosi seperti voucher, gratis ongkir, dan flash sale guna menarik perhatian calon pembeli dan memudahkan proses transaksi. Selain itu, fitur analitik dari kedua platform digunakan untuk memantau performa kampanye digital secara real-time dan melakukan evaluasi secara berkala. Hasil implementasi selama 30 hari menunjukkan adanya peningkatan signifikan dalam aktivitas digital, seperti peningkatan jumlah pengikut, interaksi konten di Instagram, serta peningkatan kunjungan dan pemesanan produk di Shopee. Temuan ini membuktikan bahwa strategi promosi digital yang dirancang secara tepat dapat meningkatkan visibilitas produk, memperluas jangkauan pasar, dan mendorong pertumbuhan penjualan. Diharapkan perancangan ini menjadi solusi strategis untuk pengembangan promosi usaha lokal secara berkelanjutan melalui platform digital, serta menjadi referensi bagi pelaku UMKM lainnya dalam menghadapi tantangan transformasi digital.

Kata kunci: Promosi Digital, Instagram, Shopee, dan Produk Lokal

ABSTRACT

This study aims to design a digital promotion strategy by utilizing Instagram and the Shopee marketplace to improve the marketing effectiveness of Toko Kripik Pangsit Bueko, a traditional snack business located in Tanjung Enim, South Sumatra. Previously, the business relied solely on offline promotion and customer recommendations, resulting in limited market reach and reduced competitiveness in today's digital era. This research adopts the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation) as a systematic approach in designing effective digital promotional media. Instagram was used to create attractive visual content, strengthen brand identity, and foster two-way interaction with consumers, thereby building closer relationships between the business and its customers. Meanwhile, Shopee was selected as the online sales platform due to its promotional features such as vouchers, free shipping, and flash sales, which are effective in attracting potential buyers and simplifying the transaction process. In addition, analytics tools from both platforms were utilized to monitor the performance of the digital campaign in real time and conduct regular evaluations. The 30-day implementation results showed significant improvements in digital activity, including increased followers, likes, and comments on Instagram, as well as higher traffic and product orders through Shopee. These findings indicate that a well-planned digital promotion strategy can enhance product visibility, expand market reach, and drive sales growth. This design is expected to serve as a strategic solution for sustainable local product marketing through digital platforms and act as a reference for other small businesses facing digital transformation challenges.

Keywords: Digital Promotion, Instagram, Shopee and local products