

ABSTRAK

Perancangan Instagram sebagai Sarana Informasi dan Promosi pada Pempek Dapur Bingen. Laporan Akhir ini bertujuan untuk merancang ulang akun Instagram sebagai sarana informasi dan promosi melalui pendekatan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pada tahap Analisis, ditemukan beberapa permasalahan seperti rendahnya frekuensi pembaruan informasi penting (menu, lokasi, bio), penggunaan akun pribadi yang membatasi akses fitur analitik, *caption* yang kurang persuasif, serta konten yang belum memiliki identitas visual yang konsisten. Pada tahap Desain, dilakukan pembaruan informasi usaha, konversi akun pribadi ke akun bisnis, serta perancangan *caption* dan konten dengan visual yang seragam. Tahap Pengembangan mencakup pembaruan bio, informasi produk, penautan akun ke bisnis, serta penggunaan fitur seperti *Feed, Reels, Story, Highlight, Caption*, dan *Hashtag*. Tahap Implementasi memanfaatkan fitur Instagram *Insight* untuk menilai efektivitas konten dan promosi, serta menyesuaikan visual dengan identitas logo. Pada tahap Evaluasi, terdapat peningkatan signifikan yaitu dengan total tayangan mencapai 13.329 kali dalam satu bulan, jangkauan akun naik 27,4%, dan interaksi meningkat. Postingan pertama mencatat performa terbaik dengan 671 tayangan, 37 interaksi, dan 31 aktivitas profil. Perancangan dan pengembangan akun Instagram melalui konversi ke akun bisnis dan penggunaan fitur Instagram yang optimal berhasil memperkuat strategi informasi dan promosi secara digital.

Kata Kunci: Perancangan, Instagram Bisnis, Informasi, Promosi

ABSTRACT

Designing Instagram as an Information and Promotion Medium for Pempek Dapur Bingen. This Final Report aims to redesign the Instagram account as a medium for information and promotion using the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). In the Analysis stage, several issues were identified, such as the low frequency of important information updates (menu, location, bio), the use of a personal account that limited access to analytical features, unpersuasive captions, and content that lacked a consistent visual identity. During the Design stage, updates were made to business information, the convert a personal account to a business account, and captions and content were designed with a consistent visual style. The Development stage included updating the bio, product information, linking the account to a business profile, and utilizing features such as Feed, Reels, Stories, Highlights, Captions, and Hashtags. In the Implementation stage, the Instagram Insight feature was used to evaluate the effectiveness of content and promotional efforts, while visuals were adjusted to align with the brand's logo identity. During the Evaluation stage, significant improvements were observed, with total impressions reaching 13.329 in one month, account reach increasing by 27,4%, and content interactions also rising. The first post recorded the best performance, with 671 impressions, 37 interactions, and 31 profile activities. The overall redesign and development of the Instagram account through conversion to a business profile and optimal use of Instagram features successfully strengthened the digital strategy for information dissemination and promotion.

Keywords: Design, Business Instagram, Information, Promotion