

ABSTRAK

Perancangan akun media sosial sebagai media promosi pada Jambe Junction Palembang bertujuan untuk meningkatkan daya tarik serta jangkauan pasar melalui konten video yang kreatif dan informatif. Platform media sosial dipilih karena memiliki jumlah pengguna aktif yang tinggi dan tren penggunaannya yang terus berkembang. Metode ADDIE digunakan dalam proses perancangan, yang terdiri dari lima tahap: *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Pada tahap analisis, diidentifikasi kebutuhan promosi dan karakteristik audiens. Tahap perancangan dan pengembangan berfokus pada pembuatan konsep serta konten video promosi yang sesuai dengan identitas brand. Implementasi dilakukan dengan mengunggah konten secara rutin, sementara evaluasi bertujuan untuk mengukur efektivitas dan keterlibatan audiens. Hasil menunjukkan bahwa media sosial mampu meningkatkan interaksi pelanggan dan memperluas jangkauan promosi. Disarankan agar pengelolaan akun dilakukan secara konsisten dan kreatif, serta terus menyesuaikan konten dengan tren yang sedang berlangsung.

Kata Kunci: Interaksi, Jambe Junction, Konten, Media Sosial, Promosi

ABSTRACT

The design of a social media account as a promotional medium for Jambe Junction Palembang aims to enhance market appeal and outreach through creative and informative video content. Social media platforms were chosen due to their high number of active users and continually evolving usage trends. The ADDIE method was used in the design process, which includes five stages: Analysis, Design, Development, Implementation, and Evaluation. In the analysis stage, promotional needs and audience characteristics were identified. The design and development stage focused on creating promotional video concepts and content aligned with the brand identity. Implementation was carried out by uploading content regularly, while evaluation was intended to measure audience engagement and effectiveness. The results showed that social media can enhance customer interaction and expand promotional reach. It is recommended that account management be done consistently and creatively, while continuously adapting content to current trends.

Keywords: Content, Interaction, Jambe Junction, Promotion, Social Media,