

ABSTRAK

Penelitian ini bertujuan untuk merancang media promosi digital melalui *Instagram* pada UMKM Pempek Hana Palembang guna mendukung kegiatan pemasaran dan memperluas jangkauan promosi produk. Metode yang digunakan adalah *Research and Development (R&D)* dengan model ADDIE yang terdiri dari tahap *Analyze, Design, Development, Implementation, dan Evaluation*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa perancangan berhasil menghasilkan akun *Instagram* bisnis @pempek.hanaplz yang memuat informasi produk, menu, harga, testimoni pelanggan, sertifikasi halal, dan informasi pemesanan secara menarik dan terstruktur. Berdasarkan hasil evaluasi melalui *Insight Instagram*, konten promosi produk memperoleh jumlah tayangan tertinggi sebanyak 554 *views*. Hasil wawancara menunjukkan bahwa akun *Instagram* yang dirancang dinilai menarik, informatif, dan mampu meningkatkan minat konsumen terhadap produk Pempek Hana. Dengan demikian, pemanfaatan *Instagram* sebagai media promosi digital dapat mendukung pemasaran, memperluas jangkauan informasi produk, serta membantu meningkatkan *brand awareness* UMKM Pempek Hana Palembang.

Kata Kunci: *Instagram, Media Promosi Digital, UMKM, Pemasaran Digital.*

ABSTRACT

This study aimed to design a digital promotional media through Instagram for Pempek Hana Palembang MSME to support marketing activities and expand product promotion reach. The research employed the Research and Development (R&D) method using the ADDIE model, consisting of Analyze, Design, Development, Implementation, and Evaluation stages. Data were collected through observation, interviews, and documentation. The results showed that the study successfully developed the business Instagram account @pempek.hanapl, which provides product information, menus, prices, customer testimonials, halal certification, and ordering information in an attractive and well-structured manner. Based on Instagram Insight data, the product promotion content achieved the highest engagement with 554 views. In addition, interview results indicated that the Instagram account was considered attractive, informative, easy to understand, and capable of increasing consumer interest in Pempek Hana products. Therefore, the use of Instagram as a digital promotional medium can support marketing activities, expand product information reach, and help increase brand awareness for Pempek Hana Palembang MSME.

Keywords: Instagram, Digital Promotion Media, MSME, Digital Marketing.