

ABSTRAK

Penelitian ini bertujuan untuk merancang konten media sosial sebagai media promosi *digital* untuk meningkatkan jangkauan promosi guna membantu meningkatkan penjualan unit perumahan subsidi pada CV Cahaya Gemilang Sukses. Permasalahan yang dihadapi perusahaan adalah kegiatan pemasaran yang masih bersifat konvensional, yaitu dengan hanya melalui penyebaran brosur dan promosi dari mulut ke mulut, sehingga jangkauan promosi menjadi terbatas dan belum mampu menjangkau calon pembeli secara luas. Perancangan dilakukan menggunakan model ADDIE (*Analysis, Design, Development, Implementation, dan Evaluation*). Tahap analisis dilakukan untuk mengidentifikasi kebutuhan perusahaan. Selanjutnya dilakukan perancangan konsep konten, pengembangan konten berupa poster dan video promosi, implementasi melalui akun TikTok resmi perusahaan, serta evaluasi terhadap hasil perancangan. Hasil penelitian menghasilkan akun media sosial TikTok resmi perusahaan dengan konten promosi yang menyajikan informasi mengenai unit perumahan, fasilitas, keunggulan, serta penawaran yang dibuat menarik dan informatif. Perancangan konten media sosial ini diharapkan dapat membantu perusahaan memperluas jangkauan promosi, meningkatkan daya tarik calon pembeli terhadap unit perumahan subsidi yang ditawarkan, serta mendukung kegiatan pemasaran agar lebih efektif dan sesuai dengan perkembangan zaman ini. Dengan demikian, perancangan konten media sosial menggunakan TikTok dapat menjadi salah satu alternatif media promosi *digital* bagi CV Cahaya Gemilang Sukses dalam memperkenalkan produk perumahan subsidi kepada masyarakat.

Kata Kunci: *konten media sosial, TikTok, promosi digital, pemasaran digital, perumahan subsidi.*

ABSTRACT

This study aims to design social media content as a digital promotional medium to expand promotional reach and support the improvement of subsidized housing sales at CV Cahaya Gemilang Sukses. The company faces a marketing problem as its promotional activities are still carried out using conventional methods, namely distributing brochures and relying on word-of-mouth promotion. As a result, the promotional reach is limited and has not been able to effectively reach a wider audience of potential buyers. The content design was developed using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model. The analysis stage was conducted to identify the company's needs. This was followed by designing the content concept, developing promotional posters and videos, implementing the content through the company's official TikTok account, and evaluating the results of the content design. The results of this study include the creation of the company's official TikTok account featuring promotional content that presents information about housing units, facilities, competitive advantages, and promotional offers in an attractive and informative manner. The designed social media content is expected to help the company expand its promotional reach, increase potential buyers' interest in the subsidized housing units offered, and support more effective marketing activities in line with current digital developments. Therefore, social media content design using TikTok can serve as an alternative digital promotional medium for CV Cahaya Gemilang Sukses in introducing its subsidized housing products to the public.

Keywords: social media content, TikTok, digital promotion, digital marketing, subsidized housing.