ABSTRAK

Klinik Zilla Medika Kota Pagaralam belum memanfaatkan media sosial Instagram secara optimal sebagai sarana promosi, sehingga jangkauan informasi kepada masyarakat masih terbatas pada metode *word of mouth*. Penelitian ini bertujuan merancang media promosi berbasis Instagram guna meningkatkan visibilitas dan penyebaran informasi layanan kesehatan klinik kepada masyarakat luas. Kajian pustaka mengacu pada konsep strategi promosi, konten promosi visual, serta pemanfaatan media sosial Instagram sebagai platform pemasaran. Penelitian menggunakan pendekatan *Research and Development* (R&D) dengan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pengumpulan data dilakukan melalui observasi, wawancara mendalam dengan *key informant*, dan studi kepustakaan. Hasil Pengembangan menghasilkan identitas visual yang konsisten, konten *feed* edukatif, video promosi layanan khitan dan persalinan, konten testimoni, jadwal dokter, serta *Highlight Story* yang terstruktur. Evaluasi melalui Instagram *Insight* menunjukkan jangkauan konten tertinggi mencapai 142 *reach*, sementara wawancara dengan pemilik klinik menyatakan media promosi yang dirancang dinilai layak, profesional, dan informatif. Penelitian ini menyimpulkan bahwa penerapan metode ADDIE secara sistematis berhasil mengoptimalkan akun Instagram Klinik Zilla Medika sebagai media promosi digital yang efektif.

Kata Kunci: Media Promosi, Instagram, Klinik, Metode ADDIE, *Digital Marketing*

ABSTRACT

Zilla Medika Clinic in Pagaralam City has not yet optimally utilized Instagram as a promotional medium, resulting in limited information reach to the public, which still relies on word-of-mouth methods. This study aims to design Instagram-based promotional media to enhance visibility in the wider community. The literature review refers to the promotion strategy concept, visual promotional content, and the use of Instagram as a marketing platform. The research employs a Research and Development (R&D) approach with the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). Data collection is done through observation, in-depth interviews with key informants, and literature studies. The design results in a consistent visual identity, educational feed content, promotional videos for circumcision and childbirth services, testimonial content, doctor schedules, and structured Highlight Stories. Evaluation through Instagram Insight shows that the highest content reach reached 142, while interviews with the clinic owner indicated that the designed promotional media was considered feasible, professional, and informative. This study concludes that the systematic application of the ADDIE method successfully optimizes the Instagram account of Zilla Medika Clinic as an effective digital promotional medium.

***Keywords**: Promotional Media, Instagram, Clinic, ADDIE Method, Digital Marketing*