

ABSTRACT

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Effectiveness Visual Content in Strategy Promotion in the Revolutionary Era Industry 4.0 on Instagram @ Beanspot_id .

Keywords: Effectiveness, Visual Content, @Beanspot_id, CRI, Customer Response Index

(xii + 86 + Appendices)

In the era of the digital revolution 4.0, developments technology and the internet is made A opportunities in the digital age are wrong only digital marketing. Lots top brand all over world use social media become a strategic media platform marketing they Wrong only Instagram. Instagram implements strategy visually based . Visual display on social media content will give audience first impression . it done by PT. Sumber Alfaria Trijaya , Tbk on one of the product that is coffee corner Beanspot which utilizes social media Instagram as means promotion with account named @ Beanspot_id . This study aims to find out and analyze how effective visual content is in promotion strategies in the Industrial Revolution Era 4.0 on Instagram @Beanspot_id. As well as knowing the respondents' responses about the level of awareness, comprehend, intention, interest, action on visual content in the promotion strategy on Instagram @Beanspot_id. This study uses the Hierarchy of Effects theory . This study uses a quantitative method with a case study approach and a positivism paradigm. Data was obtained through the method of distributing online questionnaires, namely the Google Form which was carried out to 100 respondents with the criteria, namely followers of the Instagram account @beanspot_id. The results of this study reveal that through calculations using the CRI method which measures the effectiveness of visual content in promotional strategies in the industrial revolution era 4.0 on Instagram @beanspot_id it can be said to be less effective . It can be concluded that visual content in strategy promotion on account @ beanspot_id not enough effective. The researcher suggests readers who are interested in conducting further research to conduct more interviews in . And suggestions for Beanspot, especially the marketing team, to be able to explore more creative ideas and optimize more in terms of visualization so that they can attract new followers so that they can increase brand awareness as well as being able to develop sales, especially on social media.

Bibliography (1998 - 2022)