

ABSTRACT

UMKM Merdeka Motor Garut is a small and medium-sized entrepreneur type business that is engaged in repair services, both motorbikes, more than that the workshop also sells spare parts and variations to complete the need for replacement of damaged vehicle spare parts. Bengkel Merdeka Motor Garut offers service as well as selling motorcycle spare parts online and offline, as many companies or other business entities use information technology to increase the productivity and efficiency of workers in the business sector. Based on the results of interviews conducted by the author, MSME Merdeka Motor Garut has difficulty in promoting through social media and also has difficulty attracting consumer interest in its products and services.

This type of research is descriptive qualitative. Collecting data through interviews, observations, documentation, literature studies, and existing studies. The final evaluation of the implementation of the promotional video on Instagram @merdekamotor.garut is arguably successful in attracting the attention of followers of @merdekamotor.garut as evidenced by the calculation with the number of likes as many as 158, comments as many as 12, views totaling 1825 viewers, and followers as many as 378 with an Instagram engagement rate that is high. amounting to 5.3% which is on the high Engagement Rate scale.

Keywords: *Implementation, Social Media Marketing, Video Content*