

ABSTRACT

The implementation of promotional strategies using social media is an important factor in achieving marketing goals. Instagram is one of the social media platforms that is effective as a means of marketing communication. This research was conducted to analyze how the promotional strategy carried out by the Nature Bridge Team on Instagram social media. This research uses descriptive qualitative research methods by conducting in-depth interviews, observation, documentation and literature studies, and is supported by the constructivism paradigm. This research uses the AIDA Indicator (Awareness, Interest, Desire, Action). This study aims to determine the promotional strategy carried out by Nature Bridge on Instagram social media using the AIDA model. the results of interviews with 3 key informants and 1 expert informant as the primary data of the research. The results of this study indicate that Nature Bridge has successfully used the AIDA model in carrying out its promotional strategy. The results show that in carrying out its promotional strategy, Nature Bridge follows existing trends and creates educational content for awareness, holds quizzes and give away to generate interest, holds Q&A with veterinarians to generate desire, and holds discounts on e-commerce to generate action. This research shows that the AIDA model-based promotional strategy applied by Nature Bridge is effective in attracting and maintaining consumer interest on Instagram.

Keywords: *AIDA, Instagram, Promotion Strategy, Advertising, Promotion.*