

ABSTRACT

Tantri is a digital cashier application developed by PT Sasana Solusi Digital, but the promotional efforts through social media hasn't shown significant improvements in website traffic. To address this issue, a bunch of promotional video content was produced using a creative approach based on the MDLC method, starting from concept development, production, editing, and distribution through platforms such as Instagram, TikTok, and YouTube. During the internship period from August 2024 to June 2025, a total of 155 short videos, 23 YouTube videos, and 12 tutorial videos were created. Based on Google Analytics data, there was a significant increase in website visitors: from 1,276 to 6,306 users in the Organic Social category (an increase of 394.2%) and from 52 to 314 users in the Organic Video category (an increase of 503.85%). These results indicate that systematically produced video content effectively boosted organic traffic to the Tantri landing page.

Keywords: Video Content, Social Media, MDLC, Google Analytics, Tantri Application