

Perancangan Konten Visual Sebagai Media Promosi Pada Sosial Media Instagram Kafe Regina di Kabupaten Tulungagung

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Abstract

With the increasing development of cafes in the East Java region, especially in Tulungagung Regency, competitors are increasing that it requires cafe business owners to have creativity in promoting their business to the intended target audience. Therefore, the role of photography and videography has an impact on the purpose of promoting a business so that it is more attractive to the target audience and looks more convincing to sell. The photography concept adopted is food and landscape photography, and this videography concept uses techniques in the form of B-Roll and cinematic, the results of which are uploaded to Instagram @reginakopii social media aims to promote Regina cafe and then use Instagram advertising services to expand promotions on social media. This design method uses primary data and secondary data whose data collection uses qualitative methods. The conclusion of this design is to get visual results in the form of a collection of food photos and two videos that carry the cafe profile theme. This design is also supported by several supporting media such as Instagram social media, t-shirts, masks, tote bags, stickers, and acrylic key chains.

Keywords: *food photography, B-Roll videography, cinematic videography, social media, as a promotional media.*