

ABSTRACT

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DESIGN OF KERIPIK KENTANG EBI OMA OLETTE PROMOTION VIDEO

Snacks are an option when we feel hungry at an uncertain time or place, where snacks are best suited to be friends when anytime and anywhere. One type of snack that is favored is dry snacks such as fried peanuts, skin crackers, potato chips, and so on. This type of snack is the most favored by the people of Indonesia. One of the new snack products that is present is Ebi Oma Olette Potato Chips. Based on the observations of Pietra Sarosa, a financial consultant from Sarosa Consulting Group, the snack that our community prefers is the sound of "kriuk ... kriuk" So the type is crunchy and crisp.

The promotional media used by Oma Olette is Instagram, there are photos and videos as promotional content used by Oma Olette. But the promotional video shown is not too interesting. Designing a promotional video for Ebi Oma Olette Potato Chips with an interesting storyline in order to increase the brand awareness of this product to the audience, especially among adolescents to adults, to find out that there are new ebi potato chips products, namely "Potato Chips" Oma Olette

Keyword : Ebi Chips Potato, Oma Olette, Promotion, Video, Instagram.