

CLOUD STORAGE PROMOTION STRATEGY THROUGH PT TELKOM REGIONAL VII INSTAGRAM

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ABSTRACT

Based on the results of the pre-research that has been done, PT Telkom Regional VII does not actively promote Cloud Storage products digitally, only maximizing salespeople at Plasa Telkom. Therefore, this study aims to create a promotional video using the AIDA method as a promotional strategy for Cloud Storage products uploaded on PT Telkom Regional VII's Instagram. The research method used in this research is Descriptive Qualitative. This qualitative descriptive approach uses data collection through structured interviews, distributing questionnaires, observation, and documentation to several related parties who can assist researchers in the research process. The results of this study indicate that the four AIDA elements used, namely Attention, Interest, Desire, and Action can be variables in measuring Cloud Storage promotions at PT Telkom Regional VII because the four variables have a positive impact in this case through promotional videos.

INTRODUCTION

The use of technology, communication, and information in everyday life cannot be separated by humans due to the rapid development of these three fields. As a result, several business actors are involved in the fields of technology, communication, and information, one of which is the company PT Telkom Indonesia. PT Telkom Indonesia is one of the State-Owned Enterprises (BUMN) in Indonesia that offers telecommunications, technology, information, and communication network services. IndiHome is the product offered. The IndiHome network is currently available throughout Indonesia and continues to innovate to meet the internet needs of the community. With a choice of service packages and add-ons that can be selected based on consumer needs, IndiHome is a digital service that provides internet, landline, and TV (Agung, 2021).

There are several additional services offered such as wifi.id seamless, Speed on Demand, Speed Upgrade, Wifi Extender, streaming applications, IndiHome Eazy, IndiHome Karaoke, Benefit Game, Pijar Belajar, Smooa, Langit Musik, and Cloud Storage.

One of the additional services provided to IndiHome customers is Cloud Storage. Cloud Storage is an online data storage provider for various types of gadgets that can be used anytime with internet access. The benefits obtained when subscribing to Cloud Storage products are getting personal security, usernames and passwords can be set by yourself, data can be backed up automatically so there is no need to bother backing up data manually, and users can share various kinds of files on any media. For subscriptions, Cloud Storage provides a variety of package options, such as the 50 GB (Gigabyte) package for only Rp16,000 per month, the 100 GB package for only Rp35,000 per month, the 200 GB package for Rp50,000 per month, and the 300 Gb package for Rp100,000 per month.

We Are Social reported that around 167 million people in Indonesia are active social media users as of January 2023. The following five social media applications are frequently used in Indonesia as of early 2023, namely YouTube with 139 million users, Facebook with 119.9 million users, TikTok with 109.9 million users, Instagram with 89.15 million users, and Facebook Messenger with 27.30 million users (Kemp, 2023). The reasons why Indonesians use social media as of 2022 are to communicate with family and friends, fill their spare time, see what is being talked about, see what they can do and buy, and find entertainment content. (Nurhayati, H., 2022).

Because of its rapid information dissemination, social media can be a powerful promotional tool. Businesses can utilize social media as a tool for promotion. Useful social media platforms are Instagram (Nandaryani et al., 2021). The advantages of Instagram are that the features provided such as uploading photos and/or videos, following other accounts, commenting, and searching according to hashtags can be done easily (Nainggolan et al., 2018).

The results of the pre-research conducted explained that PT Telkom Regional VII needs promotion for Cloud Storage products. Sales in January - March 9, 2023, experienced a decline in sales when compared to the previous 3 months (October - December 2022). The following is Cloud Storage sales data for January 2022 - March 9, 2023:

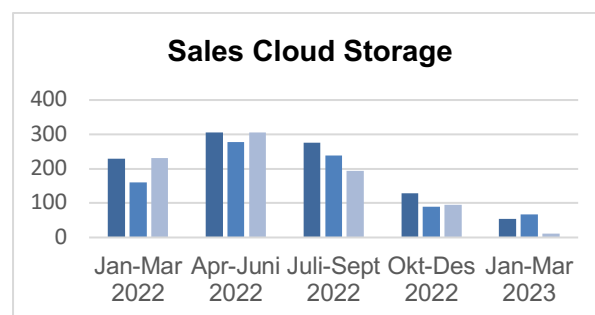


Figure 1
Cloud Storage Sales Data as of January 2022 - March 09, 2023
Source: Processed by researchers, 2023

When viewed from the STP (Segmenting, Targeting, and Positioning) strategy for Cloud Storage products, sales should increase. The following is the STP strategy for Cloud Storage products:

Segmenting

The target market for the Cloud Storage for IndiHome application is all IndiHome customers who have an account on MyIndiHome.

Targeting

The Cloud Storage application is a form of solution to meet the needs of IndiHome customers. The target market for the Cloud Storage for IndiHome application is for IndiHome customers who need storage media. Where the storage media will increase over time supported by media files such as photos with sharper image quality, higher video resolution, and clearer audio quality, it requires storage media that is effective, efficient, simple, and safe.

Positioning

The Cloud Storage application is positioned as a value added service for IndiHome customers for storage media, where customers can upgrade their data storage capacity.

A marketing strategy known as content marketing is an activity that involves creating, selecting, and disseminating interesting and practical information for marketing purposes. With social media, businesses can communicate directly with consumers. This direct two-way conversation with consumers is often more effective and efficient. However, to create engaging digital content through social media, the content must be voluntary, meaning that users decide for themselves when to use the content and where they want it (Kotler et al., 2019).

In promoting PT Telkom Regional VII products through digital media, it is carried out by the Digital Marketing Operation Unit. Promotion of Cloud Storage products still optimizes the sales force at WITEL (Telkom Region). And PT Telkom Regional VII also admits that it is still lacking in the promotion of Cloud Storage through digital media.

So it can be concluded that PT Telkom Regional VII needs interesting promotional content in a different form from what has been done before by using promotional videos uploaded on social media with the aim of attracting more consumers.

Based on previous research conducted, it shows that promotional videos through Instagram are successful. When viewed from Forget Me Not Coffee's Instagram account insights, in the second and third weeks there was an increase after the release of the promotional video (Permatasari et al., 2021). Other research proves that promotional videos can increase Dewi Sri Waterpark visitors by spreading promotional videos on the right media (Mathory & Syahna, 2022). Promotional strategies can be more optimal, supported by the theory of E. St. Elmo Lewis, namely the AIDA theory (Attention, Interest, Desire, and Action). AIDA is used to determine the process of consumer psychological behavior, the impact of marketing, then consumer behavior after experiencing marketing, until consumers take action or purchase. (Kotler et al., 2019).

Based on the description above, this study aims to create a promotional video for Cloud Storage products using the AIDA method as a promotional strategy for Cloud Storage products uploaded via PT Telkom Regional VII Instagram.

RESEARCH METHODS

The research approach used in this study is qualitative-descriptive. According to (Hardani et al., 2020) defines qualitative research as an investigation that utilizes theoretical frameworks, expert opinions, and previous research, which are then developed into problems and their solutions, which are produced to obtain truth in the form of empirical data (based on experience). This research was conducted at PT Telkom Regional VII, which is located at Jalan Andi Pangeran Pettarani Number 2, Gunung Sari, Rappocini District, Makassar City, South Sulawesi 90221.

Primary data and secondary data are the two types of data sources used in this research. While the primary information is collected through interviews with informants including representatives from one Digital and Wifi Service person, one Manager of Sales, Promotion and Pricing, Digital Marketing Operation Unit, and prospective Cloud Storage users. Secondary data is used to support primary information that has been obtained, namely other references such as journals, books, websites, and others.

There are several methods of research instrument techniques, namely interviews conducted to obtain in-depth information about the company profile and Cloud Storage promotion strategies that are or are still being carried out today. The informants who are the basis of this research, namely one person in the Digital and Wifi Service unit, one Manager of Sales, Promotion and Pricing, and the Digital Marketing Operation Unit. These informants were chosen because they match the characteristics of the informants that have been determined by the researcher, namely the people involved in making the Cloud Storage promotion strategy. Questionnaire (questionnaire) is a data collection method by asking respondents to answer written questions. Google Form was used to disseminate the survey for this research. The distribution of questionnaires aims to determine the impact of Cloud Storage product promotional videos by knowing information about each AIDA variable so that it can produce a Cloud Storage promotion strategy. The way to process the results of distributing questionnaires is to analyze to summarize the things needed to represent each AIDA variable, where Attention means attracting attention, Interest means interested, Desire means wanting, and Action means taking purchasing action. According to Baley in Mahmud, said that the minimum respondent for qualitative research is 30 (Yuningsih, 2014). Then observation was used as a research instrument to monitor the perceptions of The data processing technique in this study uses the Miles & Huberman model to organize and process the data that has been collected sequentially based on the flow of research implementation. There are three stages in analyzing qualitative data proposed by Miles & Hunberman (Sugiyono, 2018), namely data reduction (summarizing), data presentation, and conclusion drawing. So, the role of the researcher as the main instrument will assess the quality of the data, analyze the data, and make conclusions on the findings studied.

RESULTS AND DISCUSSION

Overview of Research Objects

The state-owned company in Indonesia that provides telecommunications networks and information and communication technology services is called PT Telkom Indonesia. Although still engaged in the telecommunications and information business sector, TelkomGroup's activities adapt to changes in technology, information, and digitalization. This can be seen in the company expanding to support existing businesses.

PT Telkom Indonesia has one of the company branches called PT Telkom Regional VII which is located in Makassar, South Sulawesi, precisely on Jalan Andi Pangeran Pettarani Number 02, Gunung Sari, Rappocini District, Makassar City, South Sulawesi 90223. PT Telkom Regional VII takes care of 10 provinces in the eastern part of Indonesia and oversees 9 WITEL (Telkom Region), namely WITEL Makassar, WITEL Central Sulawesi, WITEL South-West Sulawesi, WITEL Southeast Sulawesi, Gorontalo, North Sulawesi-North Maluku, Papua, West Papua. This research was conducted at the Consumer Marketing unit of PT Telkom Regional VII.

Researchers chose PT Telkom Regional VII as the research locus because based on the results of pre-research obtained that PT Telkom Regional VII is not active in promoting its additional products, especially on Cloud Storage products digitally. PT Telkom Regional VII digitally only actively promotes its main product, namely IndiHome.

This research was conducted in various stages, starting from interviews with PT Telkom Regional VII to find out how the Cloud Storage promotion strategy has been carried out. Then the researcher will distribute questionnaires before and after the work which contains questions about the elements of AIDA (Attention, Interest, Desire, and Action). The distribution of this questionnaire aims to determine the extent to which the general public understands the existence of Cloud Storage products. After conducting interviews and distributing questionnaires before the work, researchers will make promotional videos. Then the promotional video will be uploaded to PT Telkom Regional VII Instagram. After that the researchers distributed questionnaires after the work with the aim of knowing the impact of the video in providing information about Cloud Storage products. When there are results from distributing questionnaires after the work, conclusions are made, SWOT analysis (Strengths, Weakness, Opportunities, and Threats) and SWOT strategy. The following are the stages of the research carried out:

Analysis of Interview Results with Informants

So far, PT Telkom Regional VII admits that it is very rare to promote digital service products, especially on Cloud Storage products. PT Telkom Regional VII promotes Cloud Storage products by distributing flyers, on social media, and direct marketing through salespeople at Plasa Telkom. Promotions on PT Telkom Regional VII's Instagram account (@telkomkti) are more often IndiHome promotions than add-on products. PT Telkom Regional VII also promotes Cloud Storage on the IndiHome website. However, because the Cloud Storage product is an additional product, the Cloud Storage promotion is included with the IndiHome promotion. The reason why PT Telkom Regional VII rarely promotes Cloud Storage products digitally is because PT Telkom Regional VII is more focused on selling IndiHome, because IndiHome is the biggest income contributor to PT Telkom Indonesia.

Analysis of Questionnaire Distribution Before the Work

The questionnaire was distributed to 52 respondents who are prospective Cloud Storage users. The following is an analysis of the results of the questionnaire that has been distributed:

Attention Analysis on Cloud Storage products

From the results of distributing questionnaires, there are 44 IndiHome customers and 6 of them know Cloud Storage. Among the 5 people who know Cloud Storage, 3 answered that they had never seen Cloud Storage promotions, 2 people said they had seen Cloud Storage promotions on social media and in vlogs, and 1 person did not answer whether they had seen Cloud Storage promotions or not. And among 52 people, 48 people said they were interested in seeing Cloud Storage promotional videos if there were any and 4 people were not interested in seeing Cloud Storage promotional videos.

Interest Analysis on Cloud Storage products

From the results of distributing questionnaires that have been carried out, there are 5 people who say they have seen Cloud Storage promotions. Information obtained from promotional videos that have been seen, namely Cloud Storage is a storage place such as photo files, videos, and others. Then, 47 people said they had never seen a Cloud Storage promotion before. As for 4 respondents out of 44 respondents who are IndiHome customers said they were not interested in knowing more about Cloud Storage products, the rest said they were interested in getting to know Cloud Storage products. This reinforces to keep doing research and make

promotional videos containing information about Cloud Storage products through Instagram (@telkomkti).

Desire analysis on Cloud Storage products

From the results of distributing questionnaires, there are 5 people who say the Cloud Storage promotional model and captions on Instagram that have been seen can arouse the desire to subscribe to Cloud Storage. And as many as 47 people said they had never seen Cloud Storage promotions before. This further strengthens the reason for making Cloud Storage promotional videos via Instagram (@telkomkti).

Action Analysis on Cloud Storage products

From the results of distributing questionnaires, there are 5 people who say the Cloud Storage promotional model on Instagram that has been seen can convince to subscribe to Cloud Storage. A total of 47 people said they were not sure because they had never seen a Cloud Storage promotion before. This can be the basis for making Cloud Storage promotional videos by conveying information about Cloud Storage functions and subscription prices.

After distributing the questionnaires, a SWOT analysis can be prepared. This analysis is compiled based on the results of distributing questionnaires before the work and the results of the researcher's observations during the research, as follows:

Strenghts

The subscription fee is cheaper, and when subscribing, users get various features such as customers can easily store all files, can be accessed anywhere and anytime as long as there is an internet connection, data can be automatically backed up, and other features.

Weaknesses

Hanya dapat diakses oleh pelanggan IndiHome, tidak ada free penyimpanan. Jadi jika ingin menggunakan Cloud Storage, harus membayar, dan tidak banyak yang tahu mengenai produk Cloud Storage.

Opportunities

Providing convenience to IndiHome customers who need additional storage, and because many do not know Cloud Storage products, PT Telkom Regional VII can do more frequent promotion of Cloud Storage products.

Threats

Competitor products such as Google Drive, iCloud, OneDrive, etc. and when subscribing via the MyIndiHome app, the profile must be 100%. Which makes potential customers not to subscribe.

Implementation of the Preparation Stages of the Work

Pre-production The information that has been gathered now will be used as a reference to conceptualize the video. Interviews with relevant people can be used to gather information. The findings of the interviews will be a guide to develop the concept for the promotional video.

In the pre-production stage there is a video concept (storyline) to be a guide in making promotional videos. Storyline contains information that is needed and considered important in making Cloud Storage promotional videos. After conducting interviews with Telkom Regional VII, researchers asked about what elements were considered in making promotional videos, namely the storyline and theme. The promotional model using video has many impressions. Where impression is the number of views of a content. So that PT Telkom Regional VII expects

a video model to promote Cloud Storage products. Because previously, the promotion model only used photos which were then uploaded to the Instagram feed.

Tabel 1
Alur Cerita Video Promosi Penyimpanan Cloud

<i>Scene</i>	<i>Storyline</i>
1	Features a talent walking while filming something.
2	Flashback scene Showing a talent filming something while introducing themselves.
3	Featuring a talent walking on the side of the road while filming himself.
4	Featuring a talent filming a food vendor because he aspires to be a food vlogger.
5	Featuring a talent filming his friends. However, his cell phone storage is full.
6	Displays the current time Where a talent has subscribed to Cloud Storage.
7	Features a talent filming something and promoting Cloud Storage.
8	Showing a talent inviting to subscribe to Cloud Storage.

Source: Processed by researchers, 2023

Production

At this stage, the concept of the promotional video that has been approved by the research location is finalized, then video shooting and video editing are carried out. Apart from the pieces of video that have been taken, the editing process is also in the form of adding background until it becomes a complete promotional video.

At this stage of production, researchers submit a video concept which will later become a guideline in taking videos and editing them. PT Telkom Regional VII has a Digital Marketing Operation unit to promote PT Telkom Regional VII products. Therefore, the researcher discussed with the DMO which after being approved, the video would be taken.

After the discussion, we finally reached a mutual agreement on the video concept. The video concept that has been agreed upon, namely the Wes Anderson-themed video trend. Wes Anderson is a filmmaker from America. Wes Anderson is identified with video shoots that are usually symmetrical and pastel shades and aesthetic. Therefore, the concept of this promotional video has the nuances of the Wes Anderson video trend wrapped in soft selling Cloud Storage. Next, the video was taken. In taking videos, several locations were taken, namely at the PT Telkom Regional VII Office and roadside snack vendors. The location used is a location related to each part that has been determined during the storyline discussion so that the video is appropriate and real in delivering information. After taking the video, video editing is done then adding background to make it a complete promotional video. The video has audio with recordings from the talent, as follows:

Tabel 2
Penyimpanan Cloud Promosi Suara Melalui Video

Duration (seconds)	Voice Over
01-04	<i>Opening (background music)</i>
05-10	Hello... My name is Aulia. I'm a college student who likes to do vlogs.
11-16	From the habit of recording exciting moments. Now... I aspire to be a food vlogger.
17-20	But... there is one problem when....
24-26	Oops... but that was a while ago.
27-34	Now I use Cloud Storage for IndiHome. For Rp16,000 you get 50GB.
34-38	So no more worrying about my device's storage space being full.
39-43	Anywhere... anytime... I can access any file I want.
44-50	For IndiHome customers... Subscribe to Cloud Storage for IndiHome.

Source: Processed by researchers, 2023

Post-production

The results of the finished promotional video are then shown to the research locus whether the Cloud Storage promotional video is suitable for publication. Once approved, the promotional video will be uploaded on social media.

In the post-production process, the results of the intact Cloud Storage promotional video are shown to the research locus to get approval to upload the Cloud Storage promotional video on PT Telkom Regional VII's Instagram (@telkomkti).

After the publication stage, an evaluation is carried out to determine the engagement of promotional videos which can be seen through Instagram parameters based on data insights, namely likes, comments, and shares, as well as views for content reels.

Approved videos will be uploaded on Instagram with the username @telkomkti. Cloud Storage promotional videos are uploaded on June 19, 2023. Evaluation of promotional video uploads starts when uploaded until June 26, 2023. Parameters are seen based on the results of insight, namely based on the number of likes, comments, shares, saved, and views or plays. This insight parameter serves to see how much audience reach the Cloud Storage promotional video has. As of July 1, 2023, PT Telkom Regional VII's Instagram which was @telkomkti became @indihomekti.

Previously, PT Telkom Regional VII promoted Cloud Storage using photos uploaded to Instagram (@telkomkti). From the insight data from the upload, it was found that the upload only reached 43 accounts, of which 36 followers of the @telkomkti account and 7 accounts that were not followers of the @telkomkti account. This post also received 103 likes, 7 accounts that saved, and no one left comments and shared the post.

The upload of Cloud Storage promotional videos made by researchers that have been uploaded. Getting the upload insight data, shows the interaction of each visitor who gives a trace. Interactions that can be known such as plays (the number of times this video is played),

likes (the number of users who like this video post), comments (the number who comment), shares (the number of times this upload is shared), and saves (the number of users who save this upload). This post managed to reach 2,791 Instagram accounts, of which 1,634 were followers of the @telkomkti account and 1,337 were not @telkomkti followers. From the comments written by the audience on Cloud Storage promotional video uploads, it shows that promotional videos can provide the information needed. This means that the Cloud Storage promotional videos made by researchers are useful for the audience.

When compared to the two uploads above, it can be seen that the promotional model using video has a wider audience reach than using photos. It can be said that the Cloud Storage promotional videos made by researchers are successful in reaching audiences to provide information and invitations to subscribe to Cloud Storage.

Discussion

After conducting research and distributing promotional videos for Cloud Storage products, researchers have distributed questionnaires to respondents who have filled out questionnaires before the work. The purpose of distributing this questionnaire is to determine the impact of promotional videos on the understanding and information obtained by respondents regarding Cloud Storage products. This questionnaire was distributed to 44 respondents who are IndiHome customers as well as prospective Cloud Storage users. The following questionnaire data has been distributed:

Attention to Cloud Storage products

In the results of distributing questionnaires before any work, the respondents said that they wanted to watch Cloud Storage promotional videos if there were, this indicates that Cloud Storage promotional videos are needed which contain information about Cloud Storage products.

According to (Widyastuti, 2018) business actors must be able to remind customers of the presence of a product at the attention stage. This stage is the beginning of a process where a person learns and understands the information provided to him, becomes aware, and learns about the existence of certain products. However, in the results of distributing questionnaires after the work there are still many who do not know about Cloud Storage products. This shows that the promotional videos made by researchers are useful for providing information about Cloud Storage products. This statement can be proven from the results of the questionnaire distribution before the work, there were 11 respondents who knew the Cloud Storage product before seeing the Cloud Storage promotional video and 33 respondents who did not know the Cloud Storage product even though they were IndiHome customers. Then, there are several reasons that make respondents interested in watching Cloud Storage promotional videos, namely the video is interesting, the video contains products with language that is easy to understand, interested because of interesting visuals and themes, curious about Cloud Storage products, and interesting promotions. This is related to research conducted by (Kurniawati, 2022) that attracting consumer attention can be through clear writing or images, interesting and memorable words, so that the information conveyed will reach the target consumer.

Interest in Cloud Storage products

Based on the results of distributing questionnaires before the work, there were 5 respondents who said they had seen Cloud Storage promotions, and 47 respondents said they had never seen Cloud Storage promotions. Even before the work, the respondents said they

were interested in getting to know more about Cloud Storage product information. According to (Widyastuti, 2018), variable interest is the point at which a person begins to show interest in learning more about a product, its benefits, as well as how a person can use it to their advantage, and whether it suits their needs. To arouse the interest of potential customers, this stage focuses more on presenting product details. This theory is in line with the results of the distribution of questionnaires that have been carried out, namely the respondents are interested in getting to know more about Cloud Storage products. After seeing the promotional video provided, 44 respondents said they were interested in getting to know more about Cloud Storage products. The respondents said the things they remembered in the Cloud Storage promotional video were Aulia (talent) running out of cellphone memory, the cheap Cloud Storage price of Rp. 16,000 can get 50GB, large storage storage at a low price, file storage, Cloud Storage can be used for IndiHome customers, and makes it easier for users who like photos and videos but the cellphone memory does not support. This is also related to research conducted by (Maulidasari & Yusnaldi, 2019) that interest in the products offered can be informed through various forms of promotion, such as promotions on social media, billboards, and directly to consumers.

Desire for Cloud Storage products

From the results of distributing questionnaires before any work, there are 5 people who say the Cloud Storage promotional model and captions on Instagram that have been seen can arouse the desire to subscribe to Cloud Storage. And as many as 47 people said they had never seen Cloud Storage promotions before.

According to (Widyastuti, 2018) the desire variable is the point at which a person begins to describe his opinion about a product he likes. The ability to utilize a product and conformity to their demands begins to emerge. So that the promotion must show that the product exists to meet consumer needs. This relates to the results of distributing questionnaires after the work that as many as 44 respondents answered the Cloud Storage promotional video could arouse the desire to subscribe to Cloud Storage. However, there are 2 respondents who say that captions containing invitations and information about Cloud Storage in Cloud Storage promotional video uploads cannot provide reasons to subscribe to Cloud Storage.

Action on Cloud Storage products

From the results of distributing questionnaires before any work, there are 5 people who say the Cloud Storage promotional model on Instagram that has been seen can convince to subscribe to Cloud Storage due to the need, price, and want to try Cloud Storage products. A total of 47 people said they were not sure because they had never seen Cloud Storage promotions before.

According to (Widyastuti, 2018), the action variable is the stage where consumers take action to start buying products. To find out more information about the product, consumers can visit the store or ask the business actor. In the Cloud Storage promotional video made by researchers, there is information about how consumers can subscribe to Cloud Storage. From the results of distributing questionnaires that have been carried out, it shows that there are 2 respondents who are not sure to subscribe to Cloud Storage after watching the promotional videos made by researchers. Respondents who feel confident to subscribe to Cloud Storage are given a follow-up question, namely what factors make them sure to subscribe to Cloud

Storage. The respondents answered, because it suits their needs, the price is cheap, they want to try Cloud Storage, cellphone memory is now very influential for work and storage of college assignments, and after seeing the Cloud Storage promotional video so the respondent is interested in using Cloud Storage.

Based on the results of the AIDA measurement above, it can produce a promotional strategy in this case a SWOT strategy by looking at the results of the AIDA measurement and SWOT analysis before the work. The following is the SWOT strategy:

Strenghts-Opportunities (SO)

Provides discounted package fees per certain period such as per 3 months, 6 months, and 1 year and synchronization of Cloud Storage with any type of device that can be accessed digitally.

Weaknesses-Opportunities (WO)

Conduct regular promotions in digital form to increase consumer knowledge of Cloud Storage products.

Strenghts-Threats (ST)

Provide additional features that are competitive with the main competitors and simplify the registration process, which previously had to be 100% profile can be 50%.

Weaknesses-Threats (WT)

Simplify the registration process for Cloud Storage subscriptions to be enjoyed by consumers other than IndiHome customers, provide additional features that have added value to increase customer satisfaction, and provide free trials for new users within a certain period.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the results of the promotional video for Cloud Storage products have a positive impact on the AIDA variable, so that it can produce a promotional strategy. Therefore, with promotional videos using the AIDA concept can be applied when promoting Cloud Storage products, especially at PT Telkom Regional VII can disseminate Cloud Storage product information.

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