

INTISARI

Perkembangan teknologi digital telah mendorong perusahaan untuk bertransformasi dalam menjangkau dan berinteraksi dengan konsumen. Media sosial, terutama Instagram, menjadi kanal utama strategi pemasaran digital. Fitur unggulan Instagram, Reels, menawarkan konten video pendek menarik dengan tingkat keterlibatan audiens yang tinggi. PT Bhanumitra Indo Asia memanfaatkan Reels Ads sebagai bagian dari kampanye pemasarannya digitalnya. Namun, efektivitas kampanye ini belum dianalisis secara komprehensif. Penelitian ini bertujuan menganalisis efektivitas kampanye *Instagram Reels Ads* PT Bhanumitra Indo Asia menggunakan *RACE Framework* (*Reach, Act, Convert, Engage*) yang dikembangkan oleh Dave Chaffey. Metode pengumpulan data meliputi dokumentasi, observasi, dan wawancara dengan owner Perusahaan. Fokus analisis pada data kampanye bulan Mei – Juli 2025. Hasil penelitian ini menunjukkan bahwa kampanye *Instagram Reels Ads* memiliki kinerja yang bervariasi di setiap tahapan *RACE Framework*.

Kata kunci: Pemasaran digital, *Instagram Reels Ads*, *RACE Framework*, Efektivitas Kampanye, Optimasi Iklan.

ABSTRACT

The evolution of digital technology has transformed how companies reach and interact with consumers. Social media, especially Instagram, has become a primary channel for digital marketing strategies. A key feature of Instagram, Reels, offers engaging short-form video content with high levels of audience engagement. PT Bhanumitra Indo Asia has also leveraged Reels Ads as part of its digital marketing campaigns. However, the effectiveness of these campaigns has not yet been comprehensively analyzed. This study aims to analyze the effectiveness of PT Bhanumitra Indo Asia's Instagram Reels Ads campaign using the RACE Framework (Reach, Act, Convert, Engage), which was developed by Dave Chaffey. The analysis focuses on campaign data from May to July 2025. Data collection methods include documentation, observation, and interviews with the company owner. The results of this study show that the Instagram Reels Ads campaign had varied performance at each stage of the RACE Framework.

Keywords: Digital Marketing, Instagram Reels Ads, RACE Framework, Campaign effectiveness, Ad optimization.

