

ABSTRACT

*This study reviews the promotional strategy carried out for the film *Vina: Sebelum 7 Hari* to increase Engagement in the Instagram account @deecompany_official. The approach used in this study is a qualitative approach through a case study method. Data were obtained through interviews and social media observations. Data analysis steps include data reduction, data presentation, and verification. The purpose of this study was to determine Dee Company's promotional strategy to promote the film *Vina: Sebelum 7 Hari* in increasing Engagement. Based on the research results obtained, Dee Company runs a promotion mix that includes advertising, sales promotion, personal selling, public relations, and direct marketing. Of all forms of promotion, Dee Company prioritizes advertising activities through online and conventional advertising. In this study, it can be concluded that Dee Company carries out advertising activities more massively than other promotional activities.*

Keywords: *Promotion strategy, *Vina: Before 7 Days*, Dee Company, promotion mix*