

ABSTRACT

The increasingly competitive wedding organizer industry demands each business actor to adopt effective communication strategies, particularly in building brand image and trust through digital media. This study aims to design a promotional video themed service excellence as a rebranding strategy for the wedding organizer @nikahyuk.bjm through the Instagram platform. The main focus of this project is to highlight the quality of service provided by the @nikahyuk.bjm crew using a cinematic visual approach that includes strategically selected elements such as typography, color schemes, narrative, and background music. The methods applied in this design process involve observation, interviews, and documentation, which were analyzed through visual and communication perspectives. The results show that visualizing excellent service can enhance the audience's positive perception of the brand and increase its appeal in a competitive market. The final video successfully conveys the brand values of professionalism, empathy, and service flexibility, which are the core strengths of @nikahyuk.bjm. Thus, the promotional video serves not only as a marketing tool but also as a meaningful and emotional visual communication medium that reinforces the rebranding strategy through aesthetic presentation and customer experience.

Keywords: *promotional video, service excellence, rebranding, wedding organizer, visual communication, Instagram.*