

AIDA's Strategy in Alfina's Food Jaticalang Prambon Sidoarjo via Instagram (@bociinaja.sda)

Ylin Diva Savana¹, Didik Hariyanto^{2*}

^{1,2}Communication Studies Program, Faculty of Business, Law and Social Sciences, Universitas Muhammadiyah Sidoarjo
Email: divasavanal@gmail.com, didikhariyanto@umsida.ac.id

Abstract. The Instagram application is currently widely used as a marketing medium. Such as the form of implementing a new marketing strategy on Alfina's food business through its Instagram account. The purpose of this study is to find out the form of sales increase strategies in Alfina's food marketing through Instagram, by interviewing the owner, 10 Instagram followers, and several literature. Using a descriptive qualitative method using the AIDA effect hierarchy model theory. The results of the research obtained are Alfina's food marketing communication strategy in Instagram media is included in a strategy that uses the theory of the AIDA effect hierarchy model of E.St.Elmo Lewis carried out by means of digital marketing such as introducing products to target consumers, uploading posts containing information and promoting products more attractively, making a promo or discount on product purchases, and make it easier for consumers to make purchases and also provide good and fast service responses. So that it can produce a purchase action that comes from consumer interest and confidence in the product.

Keywords : Marketing communication strategy, AIDA, alfina's food

INTRODUCTION

There are many social media used as a marketing strategy today. One of them is the Instagram application as a marketplace, which is a place to communicate and make buying and selling transactions. The results of the We Are Social data literature for 2024 recorded 1.63 billion Instagram media users as of April 2023 (Julius, 2024). The level of Instagram social media presentation is included in the global level, by providing many interesting features such as cameras (filters, boomerangs, hyperlapses, layout changes), feed features, followers and following, shop, hashtags and tagging, DMs, features, IGTV, highlights, Instagram live, and Instagram stories and many other features that attract many media users social. (Gonel, 2023) For Instagram users in Indonesia, it is dominated by women as much as 54.8%, equivalent to 35,400,000 and then men as much as 42%. The average user is 25-35 years old, and about 12,300,000 users are aged 18-25 in both male and female genders. Instagram is a social application used by various groups, both young and old, men and women, celebrities or celebrities. (Savitri Kiki, 2023)

The Instagram app was created on October 6, 2010 in San Francisco by Mike Krieger and Kevin Systrom. (Shalihah Fitriatus Nur, 2021) Previously, they used the additional name Burbn for the app. Kevin Systrom raised \$500,000 to build the venture. Kevin Systrom teamed up with Mike Krieger, a graduate of Stanford University. Prior to working with Kevin Systrom, Krieger worked as an engineer and had experience as a social media user named Meebo (Marsyaviani). The development continued, which was originally known as Burbn, later changed to Instagram, which came from the combination of the words telegram and instant. After repeated evaluation processes and feature additions, the app was initially used by 1 million people, with 100,000 downloads by the end of the first week. As time goes on, more and more new features are being developed such as boomerangs, hyperlapses, layouts, IGTV, and Reels.

Instagram has many benefits in marketing as a promotional medium through photo posts, video content, or live streaming creatively to improve branding and public image; as a means of communication between marketers; and increase the marketing reach of products or services as a practical and effective means of promotion to achieve the desired business targets. Alfina's Food business, located in Jati Krajan RT 04 RW 02 Jaticalang Prambon, Sidoarjo city, implements a marketing strategy on Instagram social media with an account @bociinaja.sda. Alfina's Food started

operating in early 2018 and is known to have many consumers and loyal customers. They offer a variety of homemade foods and drinks that are delicious, affordable, and have high taste. In addition to ready-to-eat food, they also provide frozen food products that are in great demand by teenagers. Some of the products offered include (fruit salad with various toppings, chicken steak with mushroom sauce, soft brownies, gyoza, pandan sago, as well as wet snack packages and banoffeee). In addition, there are also various frozen products such as (various meatballs, chocolate bananas with various variants of filling, durian pancakes, rambutan shrimp, solo sausage, instant seblak, frozen dimsum and spicy dakbal).

Alfina Damayanti started a food business with promotions through WhatsApp in the neighborhood and her friends. Initially, it used a dropshipping and reseller system to minimize capital. This strategy works because it doesn't require large capital, and the product can be promoted through word-of-mouth recommendations by satisfied consumers. The reason Alfina started the business was because of her love for the food, which then created the idea to sell it so that this business can grow as successfully as it is now. Alfina's Food became interested in Instagram's social media marketing strategy in 2019 after seeing the success of others using it. After going through several experiments and evaluations, Alfina finally began to implement a marketing strategy through the Instagram account. The business experienced some progress at the beginning of 2021, its marketing increased by 50% as it became more efficient and could reach a wider range of consumers. One of the marketing approaches used in its digital marketing strategy is to introduce products directly through social media to the nearest potential buyers to promote or recommend products. To achieve this, Alfina posts photos or videos of her product content, holds discounts or discounts, gives testimonials, and shares testimonials from celebrities who have thousands of followers, as well as provides discounts on special moments such as Ramadan and the new year. Some product promotions or testimonials given by consumers on their social media by including the hashtag @bociinaja.sda account make Alfina's food Instagram account more widely known to consumers even from distant areas. Product promotion is carried out through food and beverage buying and selling accounts, namely (@bociinaja.sda). Payments are usually made via BCA, Shopeepay, and COD bank transfers. As for delivery, COD, GoFood, ShopeeFood, and JNT expeditions are available. This research is interesting to see from the price marketed by the owner is indeed more skewed than the price in other markets which of course also does not reduce the taste quality of the products it sells because it is produced by home made using premium quality ingredients, guaranteed cleanliness and without preservatives. In addition, it is also seen from the application of marketing strategies on Alfina's Food by using the media Instagram account (@bociinaja.sda), in increasing the selling value of its business which started as just an ordinary small business but now it looks increasingly growing and expanding, this is of course the impact of the digitalization of small and medium businesses, not only has many loyal customers from distant areas but also already has loyal customers by several celebrities. It was conducted with direct interviews with sources, including business owners and Instagram account managers, 10 follower or customer accounts, and a number of literature. Because the use of media as part of the marketing communication approach is very influential on increasing the revenue and branding of the business

In this study, using the marketing communication theory of AIDA Hierarchy Of Effect Models by E.St.Elmo Lewis, it contains a theory of the marketing communication strategy of the AIDA model (Ambar, 2017). This theory is the right theory to use in the analysis of Instagram's role in increasing sales value and consumer reach. Because this theory contains a business marketing strategy in increasing the interest and decision-making of a consumer. Several stages are passed, such as the decision-making process, brand awareness of the product being promoted, and leading to the stage of

choosing or purchasing. In the object of Instagram media use, the stages of this theory provide an overview of how the Instagram platform can have an impact on consumers' views of product brands, generate interest, create a desire and lead to behavioral stimulation to make a purchase. E.St.Elmo.Lewis's AIDA theory has been developed and used in the world of advertising and marketing since the 19th century. The effect or impact created from the use of advertising media in a marketing is a change in consumer behavior after receiving the information obtained. In addition to the effect of an advertisement, marketing media on a business is of course also indirectly an impact of changes in consumer knowledge and behavior due to the media. The marketing communication theory of the effect hierarchy model according to E.St. Elmo Lewis contains a sequence of marketing communication processes about promotions or advertisements and the media used in their application, which of course also has an impact on the effect that greatly affects the interest of an interest. The stages in the effect hierarchy model are:

1. Perhatian (attention) :

creating a consumer attention which means that information must be able to cause positive attention in the form and medium conveyed. Usually it is expressed through text or images that attract attention, interest, and unique impressions. An information that attracts consumers is a first step of a business or company so that the information can be known, recognized and remembered by consumers. This process can be described as a cognitive process that combines the existence of a product with consumers.

2. Interest:

That is, an interest that means that the information conveyed has the effect of arousing curiosity, observation, and the desire to find out more about the object. This happens because there is an interest in attracting consumers' attention to the information provided.

3. Desire:

From this desire arises thoughts that have a relationship with the natural motives of consumers and the motivation to buy a product. There is a rational purchase motive by considering the advantages and losses obtained by consumers, and then there is also an emotional motive created based on feelings about purchasing a product.

4. Action:

This last stage usually tends to be created because of a consumer's desire to be guided or helped determine in making a decision when wanting to buy the product being promoted.

Many studies have been found that are also related to this research, including research from Amalina Mubarokah in 2022 with the title Marketing Communication Strategy Through Instagram Social Media (Descriptive Study of @OSINGDELES Account). which results that Osing Deles Banyuwangi has implemented an integrated marketing communication strategy with social media intermediaries, namely Instagram in introducing products to attract consumers and increasing sales revenue with the component of advertising products by using print media and internet media through the Instagram application by uploading product photos and promotions about the business to its followers, having public relations in creating a good image of business to the community (Mubarokah amalina, 2022). Furthermore, research conducted by Sartika Azhari and Irfan Ardiansyah in 2022 with the title The Effectiveness of the Use of Tiktok Social Media as a Digital Marketing Platform for Frutivez Processed Fruit Products with the results of the research, namely the results of measuring the video content that is aired on the Tiktok application, many positive responses so that it can produce the highest engagement. in increasing and maintaining engagement on hellofrutivez Tik tok social media accounts, such as by creating video content with a consistent schedule, collaborating on

endorsements with influencers (Azhari sartika, 2022). Novera Annisa Puspasari and Tanti Hermawati's research in 2021 with the title Marketing Communication Strategies Through Social Media in Increasing Brand Awareness which resulted in research that the first stage is to recognize our target society or public, assembling the information that we want to convey. In accordance with the desired purpose, determine the means and media used as a means. In addition, it uses the theory of a Kotler and Armstrong, namely 4 marketing mixes that contain products, prices, places, and promotions. But researchers certainly pay attention to theories about recognizing problems, digging up a lot of information, making evaluations, making purchase decisions and then behavior after the purchase. The study also uses SWOT analysis in evaluating shortcomings and maintaining advantages (Puspasari annisa novera). Marketing communication strategies can not only be applied to the Instagram and TikTok applications but also many other applications such as the Facebook application seen in Anggia's research journal in 2023 with the title Implementation of Facebook Marketplace for Mrs. Supartin's Rengginang MSME Products as an Effort to Increase Online Sales which resulted in research that the implementation of the program design that has been prepared is the implementation of the Support Program The use of Facebook Marketplace in Rengginang MSME products, explained Such as: Introducing the facebook application about what the facebook marketplace is and then how to use it and the policies as a seller that must be learned and how to operate it, Along with the development of technology and communication media, the use of the facebook marketplace application is in great demand by the public to market their products, especially among MSMEs. Mrs. Supartin's rengginang MSMEs are no exception in South Toapaya village, Bintan Regency. With the introduction, learning to use the Facebook marketplace is also assisted in implementation so that MSMEs can continue to develop the use of the application periodically (Putri Sekar Anggia, 2023). By looking at the results of previous research above, it can be seen that marketing using social media is very effective in increasing sales value and creating a good image to the target consumer. Some of the results obtained have significant differences in each, it can be seen in the media objects of marketing strategies used in various ways other than Instagram, but there is TikTok, Facebook by taking different approaches qualitatively, descriptively, analysis, quantitative SWOT models and case study methods by conducting interviews and observations. Some of these studies have different focuses such as (integration of social media in product marketing to increase engagement and brand awareness). Meanwhile, this study wants to see from the perspective of how the implementation of marketing strategies using Instagram social media has a positive impact on increasing sales and business branding so that it can be known to consumers more widely in small businesses until they experience various developments that become increasingly large, by applying several promotional techniques such as (uploading photos or videos containing testimonials and new products or other information, sponsorship, communication between owners and consumers) which uses a descriptive qualitative method with research on marketing communication theory AIDA Hierarchy Of Effect Models (Hierarchy Of Effect Models) owned by E.St. Elmo Lewis contains a theory of the AIDA model marketing communication strategy. This theory is the right theory to be used in the analysis of Instagram's role in increasing sales value and consumer reach.because this theory contains a business marketing strategy in increasing the interest and decision-making of a consumer. The results of the research were taken through observational interviews with business owners (Alfina's food) as well as admins from Instagram accounts (@bociinaja.sda) and several literacy with diverse and specific strategies.

Definition of strategy According to Marrus, a stage of planning and compiling a plan to facilitate focus on target targets and facilitate achieving the desired goals, strategies are also often used as an evaluation or correction process. The definition of communication is the process of sharing or

exchanging information between communicators and communicators, and in that communication there is a response or feedback. A communication activity does not only occur between two people (individuals) but also occurs on a large scale (group). According to D. Harianto explained that "communication activities are a simple arrangement of steps, even though in communication activities there are many elements of meaning, signals and codes" (Didik, 2023). While marketing is, according to Kloter 1997, a social and managerial process consisting of groups or individuals who seek to get what they want through exchange; production; and product promotion to consumers and other parties. So marketing communication is the delivery of information or messages in marketing activities in improving or optimizing the marketing process. Examples include communication between sellers about the product they want to promote, bargaining or negotiating about the product and price. In addition, through marketing communications, we can convey information or messages about the desired goal goals.

There are many types of marketing in communication, such as: personal marketing, product or service marketing, advertising or sponsorship, public relations, word-of-mouth promotion, promotion through electronic media or social media, promotion through events. In addition, marketing communications also have a variety of purposes, including connections, advice, services, branding, education, and ultimately sales. According to D.Harianto 2021, explained that "marketing communication in marketing strategy is a very important element and affects sales stability, because marketing communication can measure and ensure the marketer's intention to reach potential consumers in accordance with the marketer's intentions and objectives". (Hidayat, 2022) (Cintya, 2021)

From this study, it can be seen that the application of Alfina's Food Jaticalang Prambon Sidoarjo Marketing Communication Strategy through the Instagram Media Account (@bociinaja.sda) is in accordance with the theoretical principles of the AIDA effect hierarchy model introduced by E.St. Elmon which contains a theory used in marketing communication in analyzing the role of advertising and promotional media used in creating brand awareness in consumers, arousing consumer interest or interest in the promoted product, leading to feelings or initiatives. Based on some of these explanations, in order to identify the strategic approach used by the food and beverage business in optimizing marketing through Instagram media on the account (@bociinaja.sda), I am quite interested in conducting research with the title AIDA Strategy in Alfina's Food Jaticalang Prambon Sidoarjo Through Instagram (@bociinaja.sda)

RESEARCH METHODS

This study uses a descriptive qualitative approach method with the Hierarchy Of Effect Models (AIDA) model of E.St Elmo Lewis who Explain how the Instagram platform can have an impact on consumers' views of a product brand, generate interest, create a desire and lead to behavioral stimulation to make a purchase. Data mining was obtained from interviews with sources, including business owners and consumers, and included a review of relevant literature from related media. Quoted by. The adoption of the case study method allows for an in-depth understanding of the marketing strategies that are being implemented to improve business performance. The research location is centered in Jati Krajan RT 04 RW 02 Jaticalang Prambon, Sidoarjo, in accordance with the location of business operations that are the focus of the study. The selection of this location makes it easier for researchers to obtain detailed information about the marketing strategies implemented, including analysis of business social media accounts, especially through the Instagram platform (@bociinaja.sda). (Rukajat, 2018).

The main source of data for the study was obtained from the results of interviews with business

owners and 10 consumers who were also followers, which was supported by secondary data from the marketing literature and analysis of the business's Instagram account. The analysis is carried out qualitatively, including content and thematic analysis, in order to understand the content and marketing activities published on social media platforms. A case study approach and data analysis were used to produce relevant findings related to Alfina's Food's Instagram marketing strategy through the account (@bociinaja.sda). The whole study is supported by relevant marketing theories, such as the AIDA Effect Hierarchy Model, to produce a comprehensive understanding of the marketing strategies applied to the business so that it can affect the marketing level.

DISCUSSION AND RESULTS

All data and information collected in this study are briefly described in the discussion and results section. Qualitative data from field sources, including interviews with @salfnadmy_ as the owner of the account admin sakaligus (@bociinaja.sda), 10 consumer followers, and several online literature. 54% of people use e-commerce dominated by the current generation according to the Populix survey. In addition, 42% shop offline. The object of the research this time is Instagram @bociinaja.sda as shown below, as a marketing medium for Alfina's Food.

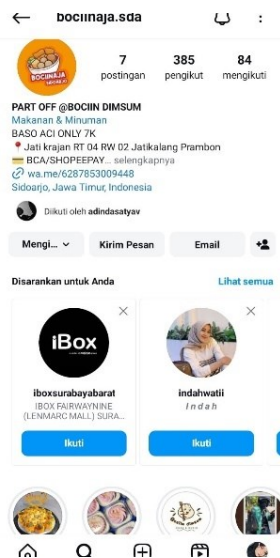


Figure 1 of the homepage of the Instagram account @bociinaja.sda

Source :instagram account (@bociinaja.sda)

Instagram is now the most widely used social app, with 1.63 billion users in April 2023, according to We Are Social data "instagram was released in San Francisco on October 6, 2010 on the Apple App Store". Mike Krieger and Kevin Systorm created this app. It can do many things, such as sharing photos and videos, sending messages (DMs), stories, businesses (such as advertising or selling products and services), communicating with friends far away, even from different countries, adding new friends, tagging and hashtags, commenting, and sending posts to other users.

Marketing communication strategy is defined as a systematically planned process or method to achieve targets and evaluations. Marketing is the process of disseminating information to create a good image for customers or the public. Research conducted on Instagram media used as a business account marketing communication strategy (@bociinaja.sda) found a very rapid increase in sales, which is in accordance with the theory of AIDA's hierarchical model of effect. Because the theory of the AIDA effect hierarchy model consists of several stages in influencing a consumer's interest or

interest in a product that is advertised or promoted through creativity and media means, namely (attention, interest, desire, action).

Alfina's Food's business marketing strategy was previously carried out only through word-of-mouth recommendations, but now it uses Instagram shop media to attract wider customer attention to posts or new products on the account (@bociinaja.sda.) to create interest in the buying and selling process and create an increase in sales levels and a wider reach of new consumers. This includes the form of effects or impacts resulting from the use of Instagram media as well as creativity in posting promoted products to consumers.

Research shows that using marketing communication communication strategies on business accounts (@bociinaja.sda) to improve business marketing through Instagram media, including into the theory of the AIDA effect hierarchy model theory of E.St. Elmon Lewis which contains a theory of how the effect of conveying information in an interesting way and the use of appropriate supporting media can attract consumer interest, increase sales value, as well as reaching new consumers more widely for the brand awareness of the promoted product. Some of the theoretical stages of the AIDA effect hierarchy model on marketing strategies applied to Alfina's Food's business can be seen in:

1. Perhatian (attention)

At this stage of theory, it creates a consumer attention which means that information must be able to cause positive attention in the form and medium conveyed. Usually it is expressed through text or images that attract attention, interest, and unique impressions. An information that attracts consumers is the first step of a business or company so that the information can be known, recognized and remembered by consumers. This process can be described as a cognitive process that combines the existence of a product with consumers.

To get results related to the research, attention is needed , so a new marketing strategy is implemented by creating a business social media account (@bociiaja.sda) by the owner (Alfina Damayanti).

From the results of the interview conducted on Alfina Damayanti as the owner (@bociinaja.sda) said that

@salfnadmy_ on 02/04/2024

"After creating a @bociianaja.sda business account, I started filling the social media with various posts about my products, either in the form of feed reels or InstaStory. Because I see the interest of today's social media users like interesting and unique, so I arrange it as interesting and not monotonous as possible. In addition, I also endorse several celebrities in providing promotions and reviews about products. Only after that I started sharing the @bociinaja.sda account link on the WA status also through information directly when participating in the food bazaar"



Figure 2 of a feed post containing @bociinaja.sda product promotions and information, as a factor in the form of consumer attention on the @bociinaja.sda account

Source : instagram account (@bociinaja.sda)

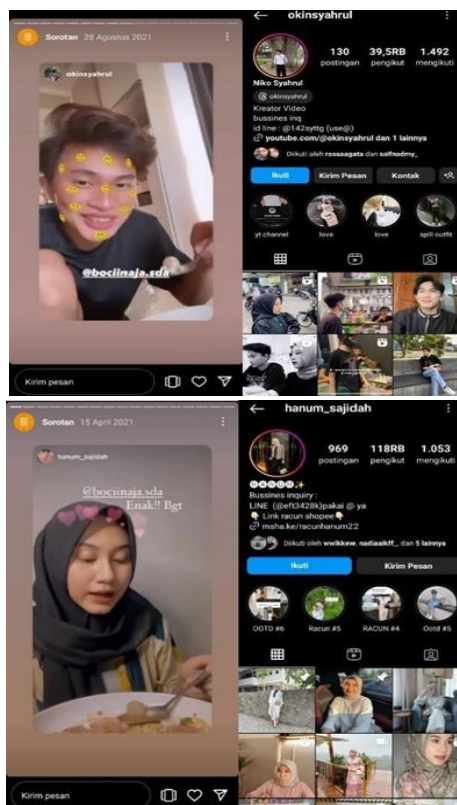


Figure 3 and 4 review testimonials from several celebrities, as a factor in the form of consumer attention to @bociinaja.sda products

Sumber : Highlight akun instagram (@bociinaja.sda)

The owner of the @bociinaja.sda account explained that consumer attention is obtained through the creation and uploading of posts that pay attention to attractive design patterns. It aims to attract public consumers. In addition, the promotions and product information posted are also supported by collaboration with several celebrities. They help promote and provide reviews through Instagram Stories and tagging. And the next stage is to share the account profile link through the whatsapp status

as well as information directly when participating in the exhibition. With these steps, public consumers or Instagram users will have a desire to be interested in finding out more about the products offered.

In addition, to get results related to attention, it is also taken from consumer responses to the form of strategies applied by the owner on social media @bociinaja.sda

From the results of interviews conducted on several account followers (@bociinaja.sda) said that @Funky.cell on 03/04/2024

"I know at that time when I was scrolling reels, suddenly this @bociinaja.sda account passed, when I opened it, it turned out to be a food business account when it happened that me and Doi were also BGT food fans, when I was back in the spotlight, I was also surprised to find that the Hanumsajidah celebgram had also given a review of his meatball products"

@taroloversss_fav

"When I first saw the @bociinaja.sda account, it was suggested by the account, I also followed it on a whim. Just when it's the month of Ramadan, if I'm not mistaken, he made an Instagram story about sharing the blessings. And I think the IG admin is very diligent in uploading stories about the sales business as well as customer testimonials".

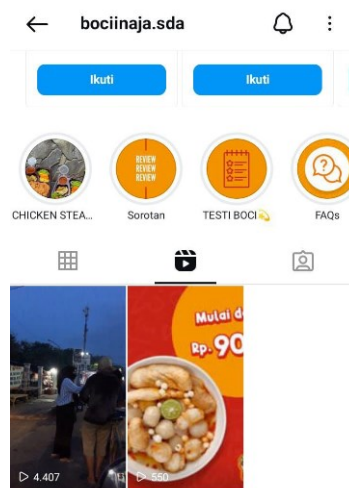


Figure 5 forms of reels content that attract several Instagram viewers, as a factor in the form of consumer attention to @bociinaja.sda products

Sumber : reels akun instagram (@bociinaja.sda)

@bociinaja.sda account followers explained that the attention was obtained through the posting of reels content and Instagram stories for the month of Ramadan. In addition, followers also have curiosity when they see business accounts that are always active, such as diligently uploading information or promotions on their Instagram stories. Followers admitted that in terms of creating and uploading account posts, it really attracts the attention of Instagram viewers .

2. Interest:

That is, an interest which means that the information conveyed has the effect of arousing curiosity, observation, and the desire to find out more about the object. This happens because there is an interest in attracting consumers' attention to the information provided. To get results related to

research in need of interest, creative ideas are created in providing various information to public consumers by the owner in order to create an interest or curiosity about the product. These interests are taken from the implementation of marketing strategies, such as by providing clear information on each post uploaded, such as product descriptions, price descriptions, discounts, and other information, making attractive promotions at certain moments, and posting customer satisfaction testimonials after purchase.

From the results of the interview conducted on Alfina Damayanti as the owner (@bociinaja.sda) said that

@salfnadmy_ on 02/04/2024

So that the content not only makes people notice but also makes people curious, we focus on making cool visuals and clear information. Don't forget to post consumer ratings as well. I dare to give a low price but also keep the quality first. I often make cooking videos and photos of food from cool angles. We also often chat with our followers through live, DM replies, and Q&A about products that we want to stock. From there, I became more aware of what they wanted and was able to create more suitable content.

The owner of the @bociinaja.sda account explained that consumer interest is created through the preparation of attractive product design and photo or video concepts. Not only that, the owner also establishes communication through giving questions to Instagram viewers or followers so that they can better know the interests and tastes of consumers. It aims to attract public consumers. And with these steps, so that public consumers or Instagram users will have a desire to be interested in finding out more about the products offered.

In addition, to get results related to interest, it is also taken from the consumer's response to the form of strategy applied by the owner on social media @bociinaja.sda

From the results of interviews conducted on several account followers (@bociinaja.sda) said that

@faradillakanuf on 05/04/2024

"Here, initially on the bociinaja instastory when he posted dimsum mentai. The dimsum is big, the sauce is very full. I guess it's just creating content. Eh, when I was in the highlight, it turned out that many people commented that the dim sum was delicious and refreshing. Well, from there it became very difficult plus became a loyal customer, unfortunately my house is a krian so I can't buy it every day hehe".

@habb.archivee on 05/04/2024

"I'm a bit surprised, sister, she sells fat mentai dimsum with a size of 16 pcs at a price of under 65 thousand even though out there you can get 75 thousand, let alone those who are real using real tobiko"

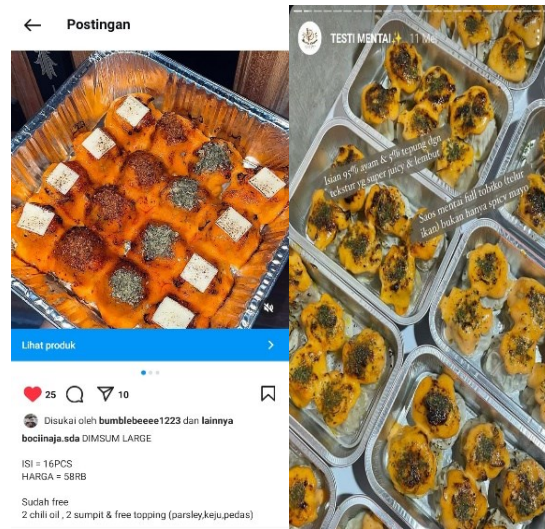


Figure 6 post of dimsum mentai price and quality, on Instagram account feeds and highlights, as a factor in consumer interest in @bociinaja.sda products

Source : feed and Instagram account highlights (@bociinaja.sda)

@inara_rafasyane on 03/04/2024

"I see, usually the standard frozen aci meatballs out there are still around 12 thousand, but the owner of bociinaja.sda dares to give a price of only 7 thousand. For fans of aci meatballs like me, who wouldn't be surprised, hehe".



Figure 7 of the post of the price of aci meatballs is more affordable than other marketers, in the highlight of the Instagram account, as a factor in the form of consumer interest in @bociinaja.sda products

Source : feed and Instagram account highlights (@bociinaja.sda)

Some of the factors that attract consumers and followers of Instagram @bociinaja.sda are the consistency between what is posted and the quality of the products provided. Every upload, whether displaying the superiority of taste, size, or quality of ingredients, truly reflects the product offered. This makes potential buyers feel confident and interested in trying the product. In addition, @bociinaja.sda dares to offer more affordable prices compared to other marketers, but still prioritizes the quality of food products that are not kidding. This approach has succeeded in increasing consumer interest and trust, as well as driving purchase decisions.

3. Desire:

From this desire arises thoughts that have a relationship with the natural motives of consumers and the motivation to buy a product. There is a rational purchase motive by considering the advantages and losses obtained by consumers, and then there is also an emotional motive created based on feelings about purchasing a product. To get results related to research, desire is needed, so the owner carries out a strategy by convincing consumers to buy products. Such as providing a product demonstration through a video by explaining its advantages, then listing a new and unique thing that is attractive to consumers or potential buyers to make a purchase on the product, making discounts or discounts on some purchases, serving consumers with friendliness and quick response. This strategy is carried out because it can increase consumer confidence to make purchases of products. The desire is taken from the responses given by consumers and the level of product sales on the business account.

From the results of the interview conducted on Alfina Damayanti as the owner (@bociinaja.sda) said that

@salfnadmy_ on 07/04/2024

"So, so that people want to buy @bociinaja.sda products more, we use several tricks. We often make demo videos of cooking frozen meatballs when it rains or dimsum mentai using rice, so that's unique, isn't it in the eyes of viewers, while explaining the quality of the taste even though the price is cheap. We also give discounts for some purchases, for example, discounts on purchases of 3 get one free, gojek delivery in this area until now you will get a discount and also sometimes in moments like the new year or Ramadan I always make discounts for them. The sellau service is tried to be friendly and responsive. All of this has been proven to make people more confident in buying my products, and feedback and increased sales on this account are proof of this".

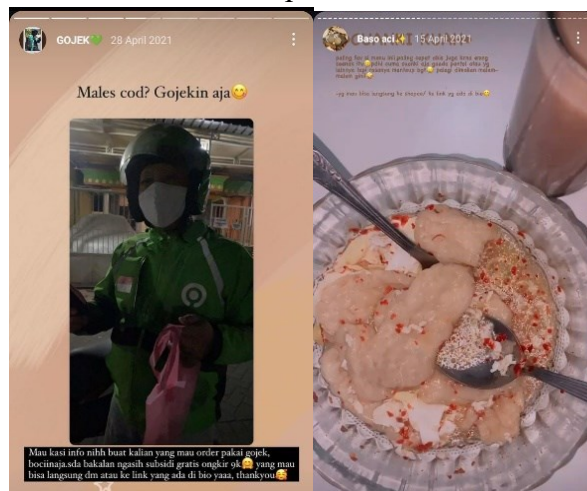


Figure 8 forms of discount subsidies on the purchase of aci meatballs and product cooking demonstrations, as a factor in the form of consumer desire on @bociinaja.sda products

Sumber : Instagram story dan highigh (@bociinaja.sda)

The owner of the @bociinaja.sda account explained that the implementation of an attractive visual and promotional content strategy significantly increases consumers' desire to buy on the @bociinaja.sda Instagram account. One of the tactics used is the creation of cooking demo video content, such as frozen meatballs served in rainy weather or dimsum mentai eaten with rice. This content is designed to provide a unique and engaging visual experience, so that it is able to increase consumer interest. In addition, the emphasis on the quality of the taste of products at affordable prices is also an important factor in growing the desire to buy. The promotional strategies implemented,

such as discounts on the purchase of three products free of one and discounts for deliveries using Gojek in certain areas, also strengthened the attractiveness of the product. Special promotions on key moments, such as New Year and Ramadan, are also an additional allure for consumers. As well as friendly and responsive service to customers, further strengthening consumer trust and loyalty. As a result, these strategies have proven to be effective in increasing buying desires, which is shown by increased sales and positive feedback from customers on the @bociinaja.sda Instagram account.

In addition, to get results related to desire, it is also taken from consumer responses to the form of strategies applied by the owner on social media @bociinaja.sda

From the results of the interviews conducted on several account followers (@bociinaja.sda) said that @Kaylamiscella on 07/04/2024

"At that time, I saw the owner posting a video of eating dimsum mentai using rice, and I immediately thought, 'Wow, this is so unique!' I never thought of eating dimsum with rice, so I was curious to try it too. Just looking at it made me drool, finally I immediately wanted to buy it to feel it myself".

@wwikew on 08/04/2024

"If I'm not mistaken, there is a celebgram Sajidah review of aci meatballs from bociinaja.sda, then he tagged their account while saying that the owner is an open reseller. Well, what makes it even more exciting, every purchase can get a random Antam gold prize. It's only natural for people to be upset and want to buy, because who isn't interested in an offer like that? Get delicious aci meatballs, there is still a chance to get gold too. So, there is immediately interest in trying to buy".



Figure 9 Instagram story contains interesting information in the form of food demos and giving gold prizes to consumers on each purchase, as a factor in the form of consumer desire for @bociinaja.sda products

Source : Instagram account (@bociinaja.sda)

Some of the factors that attract the interest of consumers and followers of Instagram @bociinaja.sda that consumers' desires are triggered by appetizing visual content, the uniqueness of this unusual way of consumption triggers curiosity to try the combination. This eye-catching visual effectively converts attention into a desire to buy. There is also an urge to try products reinforced by other strategies on promotions carried out through celebrities that not only provide positive reviews, but also inform interesting. The promotion succeeded in creating a strong sense of curiosity and increasing the desire to make a purchase immediately, especially because of the additional incentives in the form of attractive prizes.

4. Action:

This last stage usually tends to be created because of a consumer's desire to be guided or helped to determine in making a decision when wanting to buy the promoted product. To get results related to research, action is needed, so the owner carries out a strategy by listening to and understanding consumer desires, providing good service and response to consumers, convincing consumers to purchase products such as providing advice or choosing the best and according to consumers. This strategy is carried out because it can help and make consumers confident to buy products. The action is taken from services that make it easier for consumers and also a form of a series of promotions that are attractive invitations to give rise to a desire to make an immediate purchase of the product. From the results of interviews conducted on several ig followers (@bociinaja.sda) who said that

@salfnadamay_ on 10/04/2024

"I often make promotions that make them feel really sorry if they miss it, like today's discount! So they immediately wanted to quickly take the opportunity. In addition, I have also placed a link in the bio to make it easier for customers to order. I as an admin is also always ready. So if anyone wants to ask questions or needs help, they can immediately get an answer. I also see that my customers are starting to go far away and this makes the shopping process easier and makes them more confident to buy".



Figure 10 & 11 Instagram story which contains urgent information in the form of product discounts at certain hours as well as a form of open response admin to serve consumers, as a factor in the form of consumer action on @bociinaja.sda products

Source : Instagram account (@bociinaja.sda)



Figure 12 bio instagram story which contains information on the purchase link that makes it easier

to serve consumers, as a factor in the form of consumer action on @bociinaja.sda products

Source : Instagram account (@bociinaja.sda)

The owner of the @bociinaja.sda account explained that encouraging followers to take action clearly reflects the action stage. The owner uses urgency techniques as the main strategy, such as promotional campaigns with firm deadlines, this strategy has succeeded in creating a sense of urgency among consumers and viewers, which encourages them to make purchases immediately so as not to lose opportunities. In addition, there is also a simple strategy that makes it very easy for consumers to make purchases because the owner has provided a link placed in the bio. As an account owner and admin, ensuring that you are always ready to provide a responsive response to a question and the needs of your followers, the purchase process becomes smoother and unhindered. This responsive support increases followers' confidence in making purchase decisions, so they are more motivated to act.

CONCLUSION

Based on the results of the research that has been obtained while still referring to the marketing communication theory of AIDA's Hierarchy Of Effect Models (Hierarchy Of Effect Models) used . This study found that this study analyzed the use of marketing communication strategies through Instagram (@bociinaja.sda) used by Alfina's Food, a culinary business of various kinds of food, either in the form of ready-to-eat food or frozen food managed by the owner (@salfnadmy_). Descriptive qualitative data was obtained from the results of interviews with owners, and 10 followers as consumers, as well as online literature. The findings obtained in this study show that Instagram is a very effective social media platform in increasing sales and consumer reach, and the owner of the account, Alfina Damayanti, has applied an effective approach in attracting attention, arousing interest, creating desire, and encouraging consumer action.

In the attention stage, the implemented strategy involves engaging visual design and collaboration with celebrities to promote the product. This step managed to attract the attention of consumers in a positive and engaging way, ensuring that information about the product reached the public effectively. Furthermore, in the interest stage, the account owner succeeds in arousing consumer interest through the delivery of clear and interesting information about the product. By displaying detailed descriptions, attractive promotions, and testimonials from customers, account owners are able to foster deep curiosity in consumers and encourage them to explore more about the products offered. At the desire stage, strategies such as creating product demo video content and offering affordable prices have succeeded in increasing consumers' desire to buy. Appetizing visuals and special promotions, such as attractive discounts and offers at certain moments, strengthen the appeal of the product and create a strong incentive for consumers to make a purchase. Finally, in the action stage, the implementation of an urgency strategy with a promotional campaign that has a firm deadline and the provision of an easily accessible purchase link simplifies the purchase process. Responsive support to customer inquiries and needs also plays an important role in smoothing the purchase decision, so consumers are encouraged to take immediate action.

Overall, the approach adopted by @bociinaja.sda in managing consumer attention, interest, desire, and actions has proven to be effective in increasing interest and purchase drive, as well as driving significant purchase actions among instagram users. Overall, this study shows that the marketing communication strategy implemented by Alfina's Food through Instagram has succeeded in increasing brand awareness, interest, and product sales. This is in line with AIDA which states that attention, interest, desire, and action are important steps in influencing consumer interest. This

success underscores the importance of innovation and creativity in digital marketing, especially for small and medium-sized businesses that want to leverage social media platforms to reach a wider target market. The research also provides valuable insights for business practitioners and academics on how to maximize the use of social media for effective marketing strategies.

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