

## **Utilizing Instagram as Social Media Marketing on the @bssexhaustofficial Account**

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**Abstract.** Marketing activities that utilize digital media or the internet are often referred to as digital marketing. One of the strategies of digital marketing is to utilize social media as a marketing medium, commonly referred to as social media marketing. One of the social media platforms used as a means of promotion and communication between companies and their consumers is Instagram. Through this research, the researcher aims to examine how Instagram is utilized as social media marketing on the account @bssexhaustofficial. This study aims to understand the application of the AISAS theory (Attention, Interest, Search, Action, and Share) in leveraging Instagram as social media marketing on the account @bssexhaustofficial. The method used in this research is qualitative descriptive research. The results of the research above indicate that the BSS Exhaust Official store utilizes various Instagram features to market its products through a soft selling concept, enhancing audience understanding of the products and building interaction with the audience.

**Keywords:** Instagram, Social Media Marketing, AISAS Theory

### **I. INTRODUCTION**

The rapid development of technology and the internet today has greatly influenced people's lifestyles. Not a few people only consider the internet as a place to dig up information and communicate flexibly. But more than that, the existence of the internet and technological developments actually make people behave more consumptive. Coupled with internet users that continue to increase every year has produced various internet-based facilities, such as m-banking, e-learning, and e-commerce. This is inseparable from business actors who utilize social media platforms to support their businesses. Moreover, its very wide reach makes it easy for business actors to conduct market research to find out and understand what consumers want and need.

Marketing activities that utilize digital media or the internet are often referred to as digital marketing. Digital marketing is a form of marketing activity to promote a product in the form of goods or services through digital media. This digital marketing aims to reach as many audiences or potential consumers as possible in an effective, efficient, and relevant way. Digital marketing utilizes technology and digital devices supported by internet connectivity so that marketing targets can be achieved. One strategy of digital marketing is to utilize social media as a marketing medium or commonly called social media marketing.

According to Gunelius(Gunelius, 2010), social media marketing is a marketing strategy that utilizes social web platforms such as blogging, microblogging, social networking, social bookmarking, and content sharing to increase awareness, recognition, recall, and action towards a brand, business, product, person, or other entity. Meanwhile, according to FangFang Li(Li et al., 2021), social media marketing is an activity based on a careful assessment of customer motivations

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in using social media related to a brand, by combining conscious engagement initiatives, business actors can optimize relationships and interactions through social networks to achieve desired marketing results.

Social Media has now become a very popular digital platform and is used by business people to market their products, these social media include Facebook, X (Twitter), Instagram, YouTube, TikTok, Web and so on. Social media has an important role in introducing a brand, forming a positive image, and building good relationships between companies and buyers or potential buyers. So by utilizing social media platforms, business people can optimize them to introduce and display the products they offer and increase brand awareness of these products with a wider audience reach.

Consumers can be said to be able to recognize, remember, and identify a brand when the company or producer is able to communicate well with its consumers. The communication that needs to be done by the company or communicator is to provide understanding regarding the product to consumers or audiences and interact directly.

In the communication process, the selection of media to deliver the message is very important. Without media, the message will not reach the desired audience. Therefore, the selection of the right media is very important whether the message to be delivered will reach the desired audience or not. Marketing media are all types of devices that can communicate sales messages to potential buyers.

One of the important steps in marketing activities is choosing the right media to market the product so that consumers know, understand, determine their attitudes, and finally make purchases. Communicators or producers in marketing can choose one or two media to convey their messages. Communicators or producers in marketing can choose one or two media to convey their messages.

According to Ghyanti (2016), business owners can carry out promotional activities such as providing information through carefully considered and consistent posts to ensure that business communication to consumers can run smoothly and interactively. Kurniawan (2015) clarified that based on information disseminated by the media, several studies have produced several important points that must be considered in a promotional activity:

2. Actual Frequency, which extracts information such as images uploaded by business actors via social media Instagram.
3. Message Feedback Frequency, which extracts the intensity of business actors in replying or providing responses to questions from Instagram followers.
4. Thesis statement that summarizes the main points of the thesis statement that is aligned with the product or service offered, comprehensive, and convincing.
5. Message appeal, consisting of logo, profile picture, quality, and appeal of photos posted or uploaded.
6. Information Clarification, which includes information that is clarified in posts such as Instagram biodata, prices, product specifications, locations, and how to purchase goods.

One of the social media used as a means of promotion and communication between companies

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and their consumers is Instagram social media. Instagram is a digital communication platform that can be used as a marketing tool by uploading photos and videos related to product goods and services through uploading feeds, stories, highlights, reels, live streaming, hashtags, tags, mentions, shares and others.(Nirvana & Khuntari, 2021). By utilizing its features, this platform is easy to use as a free medium for marketing. The use of various Instagram features appropriately can help business people increase brand awareness, generate leads, and increase sales. Increasing sales figures can certainly generate high turnover.

Business people realize that a wider consumer target comes from Instagram social media. In Indonesia itself, Instagram social media users are ranked fourth largest in the world. According to data from Datareportal in Indonesia in early 2024, it was recorded that there were 109,000,000 million users, equivalent to 36.2 percent of the total population this year. Where the majority are 54.5 percent women and 45.5 percent men. (Datareportal.com, accessed on March 20, 2024). While the data on the number of Instagram users in the world as a whole is 2 billion users. This has become one of the factors why Instagram has many opportunities for business people who use it as a marketing tool.

By utilizing its various features and services, this platform is easy to use as a free media for marketing. Followers or followers on Instagram are an advantage for its users. In addition, the high level of Instagram users and lower costs make Instagram a popular marketing tool for manufacturers or companies of goods and services because of its efficiency and effectiveness.

As a business, of course, the BSS Exhaust Official exhaust shop needs a good brand reputation, because with a strong and positive brand reputation, it can provide added value to the BSS Exhaust Official exhaust shop, and can be a characteristic of the BSS Exhaust Official exhaust shop with competitors or other similar brands.

One of the automotive brands that utilizes Instagram as a marketing tool is the BSS Exhaust Official exhaust shop. BSS Exhaust Official is a local business engaged in the automotive sector and has been established since 2017. However, before having its own production goods, BSS Exhaust sold exhausts from several brands in 2016. BSS Exhaust initially only marketed its products offline which is located in Sugihwaras Village, RT.13 / RW.4, Sugihwaras, Sidoarjo Regency, East Java Province.

The changing shopping trends along with the development of time and technology require this store to follow market trends by marketing its products through Instagram social media to maintain its existence and to be able to compete with other competitors. The BSS Exhaust Official exhaust store has successfully marketed its products through Instagram social media using the username @bssexhaustofficial. Before entering Instagram social media, the sales of the BSS Exhaust Official exhaust store itself were carried out by word of mouth and going directly to the workshop to offer its products. In addition, in 2018 BSS Exhaust also often received orders through WhatsApp and Facebook social media.

Through this study, the researcher wants to see how Instagram is utilized as social media

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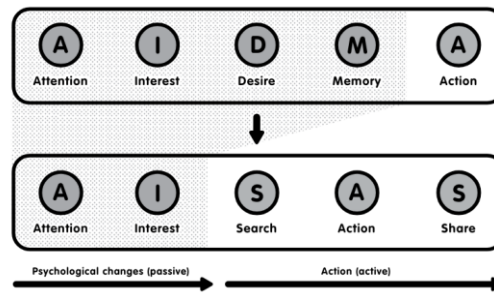
marketing on the @bssexhaustofficial account. This study aims to examine more deeply the application of the AISAS theory (Attention, Interest, Search, Action and Share) in utilizing Instagram as social media marketing on the @bssexhaustofficial account.

In this study, previous studies were used as references to compare the results of this study and produce new similar studies related to social media marketing and the use of AISAS theory. Various sources including journals, scientific papers, books, and so on were used as references to conduct this study. The following are three previous studies that researchers use as the main references,

First, a study entitled "Utilization of Instagram Social Media in Increasing Brand Awareness on the @photose.id Account" published in 2024 by Renna Maya Meivanda and Saifuddin Zuhri from UPN Veteran East Java. This study aims to determine how Instagram is utilized in increasing brand awareness of the @photose.id Instagram account through the use of its features. The research method used in this study is qualitative with data collection techniques using in-depth interview methods which are also based on the AISAS model. This study shows that in utilizing Instagram, @photose.id tends to optimize only a few features, such as Instagram stories and feeds. Several aspects need to be improved, such as the use of the reels feature and the visual design of content on feeds that need to be arranged more neatly.(Meivanda & Zuhri, 2024).

Second, a study entitled "Implementation of AISAS Theory in the Digital Marketing Communication Strategy of @stripesmestore on Instagram" published in 2023 by Elfira Prasanti et al. from UPN Veteran East Java. This study aims to determine the digital marketing communication strategy of @stripesmestore in Bali. The research method used in this study is descriptive qualitative with data collection techniques based on in-depth interviews and documentation. The subjects used in this study were the owner of @stripesmestore and followers of @stripesmestore on Instagram social media. The results of this study are that the digital marketing communication strategies implemented include using Instagram ads to attract the attention of the audience, offering promotions and giveaways, using copywriting techniques, collaborating with other accounts, and creating open bal or restock content.(Prasanti et al., 2023).

Third, a study entitled "Digital Marketing Analysis Using the AISAS Model on Increasingly Sensitive Products" published in 2023 by Naura Nafisha Saadah et al. from the Indonesian Education University. This study aims to determine the digital marketing that has been implemented to increase sales volume. The results of this study  
The results of this study indicate that the AISAS model is used when attention generates interest and customers start searching, then take action and continue to share.(Saadah et al., 2023).



**Figure 1.** AIDMA Theory and AISAS Theory

The theory used in this study is the AISAS theory (Attention, Interest, Search, Action and Share) which was initiated by Kotaro Sugiyama and Tim Andree in their book entitled *The Dentsu Way*. In their book, Sugiyama and Andree explain that Dentsu has modified the AIDMA theory (Attention, Interest, Desire, Memory and Action) which was previously proposed by Roland Hall into the AISAS theory. AIDMA is a simple theory that is effective in promoting a brand traditionally so that consumers choose a particular brand from among many brands. The AIDMA theory has been used for years by many companies, even until now.

Meanwhile, the AISAS theory was put forward by Dentsu in 2004.(Sugiyama & Andree, 2010)to make a more effective approach to the target audience by seeing significant changes related to the advancement of internet technology. The change from AIDMA theory to AISAS is driven by two specific consumer behaviors such as searching behavior and sharing information behavior.

The following is a description of each stage in the AISAS theory:

7. *Attention (Attention)*,The first step in this theory is to attract the audience's attention. This can be done by creating creative and interesting promotional ads, titles, and visual content in the hope that the audience will continue to the next stage.
8. *Interest (Interest)*,After attracting attention, the next stage is to generate audience interest by using relevant keywords, optimizing the use of SEO and creating informative content.
9. *Search (Search)*,The third stage that will be done by the audience is to search for information. Potential consumers who are interested will search to gain a deeper understanding of a product and service that they are interested in. In this theory, searches can be done online via the internet
10. *Action (Action)*,The next stage is an action in the form of making a purchase decision. This step is the most important stage because it will determine whether a consumer becomes a loyal customer or not.
11. *Share (Share)*,The last step is sharing information. After making a purchase decision, consumers will share their experiences and provide feedback in the form of testimonials, ratings, and so on. It can be in the form of satisfaction or disappointment.

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Basically, the AIDMA (Attention, Interest, Desire, Memory, Action) theory is linear, meaning that the process occurs gradually according to its sequence, starting with attention and ending with action. Unlike the AIDMA theory, the stages or processes in the AISAS (Attention, Interest, Search, Action, Share) theory do not have to be done sequentially, one or two stages in it can be skipped.

## **II. METHODS**

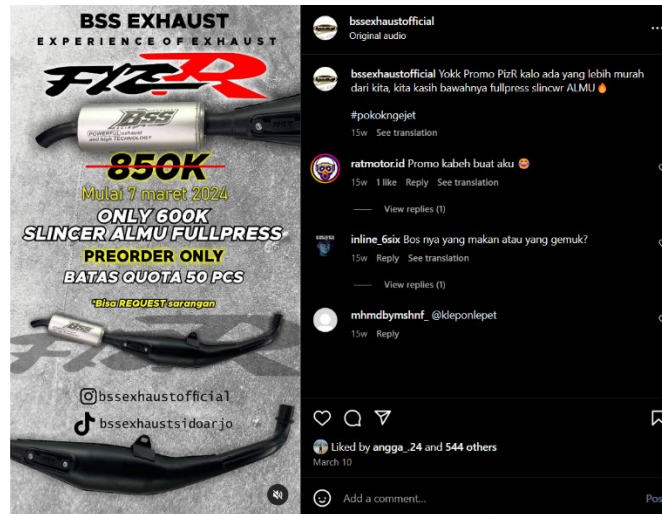
This study uses a qualitative descriptive research method. The Instagram account @bssexhaustofficial is the subject of this study and social media marketing as the object of the study. Direct observation of the research object is carried out as a data collection technique by understanding the contents of the research object. This study was studied using Kotaro Sugiyama's AISAS analysis (Sugiyama & Andree, 2010) which includes five elements in it, namely, Attention, Interest, Search, Action, Share.

## **III. RESULTS AND DISCUSSION**

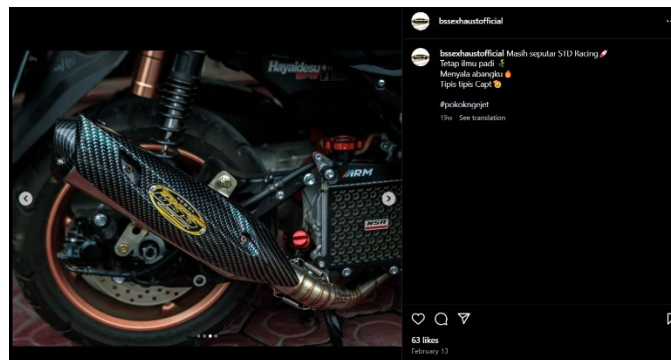
The following is an explanation of the data that has been taken by researchers from 3 informants, namely the social media admin of the BSS Exhaust Official exhaust shop and 2 followers of the BSS Exhaust Official exhaust shop's Instagram account, both those who have purchased exhaust products and those who have not. In relation to the theory used, the data will be analyzed using the AISAS theory as follows:

### **1. Attention**

Attention is the stage where consumers see and pay attention to products and services promoted by the company through online media. A study can be focused on using the AISAS method used on Instagram social media because Instagram social media has a greater attention capability to achieve audience engagement, especially among teenagers and adults who are adjusted to the target audience of the BSS Exhaust Official exhaust shop. In the following explanation, there are several features on Instagram social media that are considered to be able to help the BSS Exhaust Official exhaust shop in implementing the attention stage.



**Figure 2.**Promotional Post @bssexhaustofficial using the feeds feature  
(Source:<https://www.instagram.com/bssexhaustofficial>)



**Figure 3.**Product photo upload @bssexhaustofficial  
(Source:<https://www.instagram.com/bssexhaustofficial>)

The image above is content that contains messages about discounts and interesting promotions and has a greater number of interactions in the form of likes compared to content containing uploads of photos using BSS Exhaust Official exhaust products. This is in accordance with the statement from the informant of the BSS Exhaust Official exhaust shop's social media admin regarding more interesting content getting more engagement than other content. This is also proven by the statement from the informant of the BSS Exhaust Official exhaust shop's followers who are interested in the promotional content on the BSS Exhaust Official exhaust shop's Instagram account, such as pre-order promos and new product launches.



**Figure 4.** Instagram Feed Design @bssexhaustofficial  
(Source: <https://www.instagram.com/bssexhaustofficial>)

In the image above, the content design seen on the Instagram profile feeds of the BSS Exhaust Official exhaust shop looks modern with a touch of racing and displays several references to exhaust product results implemented on customers' motorbikes to adjust the target market of the BSS Exhaust Official exhaust shop as explained earlier. In addition to looking modern, the competitor's Instagram account does not appear to upload many photos or videos on their feeds.

## 2. Interest

Then at the Interest stage, when consumers start to be interested in the products or services offered and want to know about the brands. The BSS Exhaust Official exhaust shop has its own appeal to attract consumer interest in exhaust products. The BSS Exhaust Official exhaust shop presents visual content in the form of interesting videos uploaded to Instagram accounts, such as "Educational content", "New product research content", "Daily life in the workshop", "Promotional content" or "cinematic content".

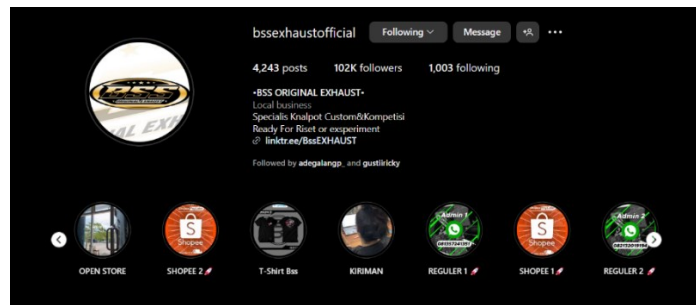
In addition, the BSS Exhaust Official exhaust shop holds Instagram live streaming to promote and introduce products to generate interest from consumers or potential consumers. Then the BSS Exhaust Official exhaust shop also often participates in racing events to help support racing jockeys who use exhausts produced by the BSS Exhaust Official exhaust shop.



### 3. Search

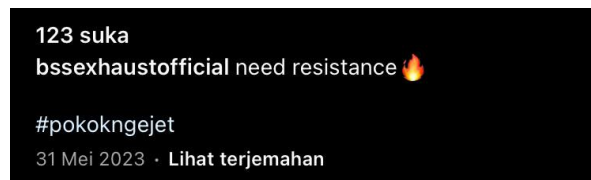
At this stage, in the consumer will be curious and will look for information related to the products offered by. This BSS Exhaust Official exhaust shop makes it easier for consumers to find out the products sold by the BSS Exhaust Official exhaust shop. The following are the features that have been used by the BSS Exhaust Official exhaust shop in implementing the search element to run a marketing communication strategy through Instagram social media.

The matter of the availability of Testimonials is supported by statements from informants who have visited the Instagram profile of the BSS Exhaust Official exhaust shop. According to informants, the first thing they look for when visiting a business account is Testimonials. The BSS Exhaust Official exhaust shop is considered to have met the need for customer testimonial information by installing a derivative feature of the stories feature, namely the highlight feature. The placement of this highlight feature is also easy to find on each Instagram profile because it is right at the bottom of the main information on the Instagram profile.



**Figure 5.**Profile and Highlight View on Instagram account @bssexhaustofficial  
(Source: <https://www.instagram.com/bssexhaustofficial>)

The BSS Exhaust Official exhaust shop makes it easy for consumers to find out about exhaust products by providing a tutorial on how to order by providing a link in the Instagram bio and directing to the e-commerce they have. In addition, the BSS Exhaust Official exhaust shop also adds highlight stories containing customer testimonials. The testimonials are also used by prospective consumers to compare quality or prices with competitors.



**Figure 6.**Use of the Hashtags Feature on the @bssexhaustofficial account  
(Source: <https://www.instagram.com/bssexhaustofficial>)

The image above shows that the BSS Exhaust Official exhaust shop uses hashtags such as #pokokngejet and #bssmuffler in several captions of content uploaded using the feeds feature. However, after the researcher found out about the influence of the use of the hashtags feature on the informants who were followers of the BSS Exhaust Official exhaust shop Instagram account, none of them searched for information about exhaust products through the hashtags feature. 2 informants who were followers of the BSS Exhaust Official exhaust shop Instagram account who found out about the BSS Exhaust Official exhaust shop exhaust products through the Tiktok platform, chose to search for more information about exhaust products on Instagram with the search feature using the keyword "bss" without using additional hashtags. In addition, another informant added that the hashtags feature was never an option because the content searched for with the hashtags keyword usually did not match the informant's expectations.

#### **4. Action**

This action stage (Purchase Decision) refers to the action where consumers have become familiar with the product or service promoted via the internet and start making purchases of the product or using the services offered. At this stage, the experience actually occurs, with consumers actually trying the product or service. At this stage, there is also direct interaction between consumers and sellers. The following are the features used by the BSS Exhaust Official exhaust store to help prospective consumers make purchases at the BSS Exhaust Official exhaust store. The following are the features used by the BSS Exhaust Official exhaust store to support prospective consumers in making purchases of exhaust products at the BSS Exhaust Official exhaust store.



**Figure 7.** Use of the Stories feature to share opening and ordering information on the @bssexhaustofficial account

(Source: <https://www.instagram.com/bssexhaustofficial>)

In the image above, the BSS Exhaust Official exhaust shop conveys how to order using only words, but stories are displayed with content where the BSS Exhaust Official exhaust shop's social media admin greets the audience directly so that potential consumers feel closer to the BSS Exhaust Official exhaust shop. In addition, links can be included using additional features in the stories feature. This content is uploaded regularly every day so that potential consumers can find out information about the store's operating hours and indirectly can increase the engagement of the BSS Exhaust Official exhaust shop's stories. In addition, the BSS Exhaust Official exhaust shop also embeds content containing information on how to order in the stories highlight feature. In addition, one informant who has used exhaust products from the BSS Exhaust Official exhaust shop felt that information on how to order could be easily obtained by visiting the stories highlight on how to order. The informant also said that the BSS Exhaust Official exhaust shop's service in directing orders was quite interactive.

## **5. Share**

The last stage is Share, the results that will be obtained by consumers after experiencing all the experiences of interaction with products or services and consumers share their experiences with products or services. The feature that can be used by the BSS Exhaust Official exhaust shop to implement the share element is the stories feature. Then the action taken by the BSS Exhaust Official exhaust shop is to share information and consumer experiences about products or services such as re-sharing Instagram stories from consumers and then sharing them on Instagram's derivative feature, namely highlight.

In addition, one of the informants also added that by reposting customer stories, it can strengthen the relationship between the company and customers who can have the opportunity to get good experiences in the future. The informant who has used exhaust products from the BSS Exhaust Official exhaust shop also said that when the informant uploaded a testimonial using the BSS Exhaust Official exhaust shop's exhaust products, Instagram account followers who saw the informant's content were interested in replying to the informant's stories and asking for information about the BSS Exhaust Official exhaust shop's exhaust products. The contents of reposting customer stories are embedded in the stories highlight feature with the aim that the audience who visits the BSS Exhaust Official exhaust shop's Instagram account can see testimonials and reviews from customers who have used the BSS Exhaust Official exhaust shop's exhaust products before.

In the context of utilizing the feeds feature, the BSS Exhaust Official exhaust store utilizes this feature to upload content containing information about products as well as content in the form of price cuts or discounts when launching new products or simply educational content related to its products. The BSS Exhaust Official exhaust store feels that this feature is very important in attracting the attention of the audience (attention and interest) where the audience will take action and end up

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becoming consumers (action). The majority of the audience will visit the BSS Exhaust Official Instagram profile and interact with the uploads by clicking on content containing attractive promos from the BSS Exhaust Official exhaust store such as special price cuts and other attractive promos (interest).

This digital marketing strategy was initially implemented by the BSS Exhaust Official exhaust shop with the aim of introducing what the BSS Exhaust Official exhaust shop is to the wider public. Moreover, when currently more and more people know the BSS Exhaust Official exhaust shop, especially after the emergence of various competitors operating in the same field, the BSS Exhaust Official exhaust shop actually built a strategy that tends to lead to the goal of generating audience interest (interest) to be interested in products, facilities, guarantees, and various other innovations offered by the BSS Exhaust Official exhaust shop related to the automotive business.

Through the feeds feature, the uploaded content can certainly generate interactions in the form of likes, comments, and shares through the audience who visits the uploaded content. The interactions generated from the uploaded content will later help in increasing brand awareness, especially for business people who use digital media to communicate their marketing.

However, the number of visitors to each uploaded content is not necessarily proportional to the number of interactions received such as likes and comments. This depends on whether the audience is interested in interacting with the upload or just watching the content and listening to the information provided. In addition, informants who follow the Instagram account of the BSS Exhaust Official exhaust shop argue that the presentation and arrangement of feeds on the account are interesting and have succeeded in making their audience interact in the form of likes and comments.

Furthermore, the BSS Exhaust Official exhaust store utilizes the Instagram stories feature to share information about discounts, how to order, Q&A, or simply re-share stories from followers which generally contain photos or videos related to their experiences buying products at the BSS Exhaust Official exhaust store. Not infrequently, the BSS Exhaust Official exhaust store uses Instagram stories to share their own content uploads or share their reels content. This aims to ensure that the information uploaded by the BSS Exhaust Official exhaust store through this feature is not missed by audiences who rarely or do not have time to see the BSS Exhaust Official exhaust store's content uploads.

This strategy of re-sharing stories is considered to be able to establish closeness between the BSS Exhaust Official exhaust store and customers. The interaction that arises is because customers mention the BSS Exhaust Official exhaust store Instagram account in their story uploads with the BSS Exhaust Official exhaust store that re-shares the stories will appear in the direct messages of both accounts and occurs personally. So re-sharing customer stories is considered an act of appreciation from the BSS Exhaust Official exhaust store to customers for helping to introduce the BSS Exhaust Official exhaust store to a wider audience and inviting other customers to do the same so that brand awareness of BSS Exhaust Official products can increase.

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In addition, information related to how to order products uploaded via Instagram stories can be in the form of a link that leads directly to e-commerce or a caption feature that also includes a WhatsApp number (action) which, by including the link and WhatsApp number listed, will make it easier for potential consumers to make purchasing decisions. Not only that, BSS Exhaust Official conveys the information directly in the form of a video.

The mention feature on Instagram stories can also help the BSS Exhaust Official exhaust store increase brand awareness, seen from the informant's knowledge about their initial interest (attention and interest) in the BSS Exhaust Official exhaust store business, namely from stories uploaded by fellow Instagram users who use products from the BSS Exhaust Official exhaust store and mention the BSS Exhaust Official exhaust store account in their Instagram stories. However, the use of the questions box feature on this stories feature is rarely used on the BSS Exhaust Official exhaust store account.

Then, the hashtags used in each upload of feed content are generally listed in the caption or description. This aims to ensure that the uploaded content can appear on a specific hashtag page which will later be searched by the audience according to the keywords listed. As in the upload of the BSS Exhaust Official exhaust shop which uses the feeds feature, almost all of its uploads include hashtags. Hashtags are also listed using keywords such as #pokokngejet, #bssmuffler and so on.

From the statement of one informant of the BSS Exhaust Official exhaust shop follower, searching through the hashtags feature is not used because it is considered that the content that appears sometimes does not match expectations or can be said to be random. Informants prefer to use regular keywords without hashtags to search for references to the desired exhaust products. Informants who follow the BSS Exhaust Official exhaust shop Instagram account initially searched for more information about exhaust manufacturers on Instagram through the search feature using the keyword "bss" directly, the BSS Exhaust Official exhaust shop Instagram account can be found easily. This reveals that the hashtags feature is not too noticed by the audience, especially the followers of the BSS Exhaust Official exhaust shop Instagram account.

The reels feature is utilized by the BSS Exhaust Official exhaust shop to upload content containing information such as product introductions, product education, quality assurance offered, workshop locations, even exhaust installation work content and promotional price offers to attract audience interest. Not only that, content with a story telling concept like the one currently widely used by content creators is also used by the BSS Exhaust Official social media admin. This is because the BSS Exhaust Official social media admin realizes that the hard selling concept will lose in terms of engagement and soft selling content that follows trends and attracts a lot of engagement is considered more effective. Through reels content, the audience reach is also felt to be wider and the engagement obtained by the Instagram account has increased compared to just uploading content in the form of feeds or stories.

#### **IV. CONCLUSION**

The results of the study above show that the BSS Exhaust Official exhaust store uses various Instagram features to market its products using the concept of soft selling, and increase audience understanding of the product and build interaction with the audience. As follows, At the Attention stage, consumers begin to pay attention to products that are promoted online. Instagram, with its strong ability to attract attention, especially among teenagers and adults, is used by BSS Exhaust Official to achieve audience engagement. Promotional content such as discounts and pre-orders prove to be more attractive, with a modern feed design and a racing touch that suits the target market. This results in more interaction and engagement than other content, while competitors tend to be less active in uploading similar content.

Next is the Interest stage, the BSS Exhaust Official exhaust shop has its own appeal to attract consumer interest in exhaust products. The BSS Exhaust Official exhaust shop presents visual content in the form of interesting videos uploaded to Instagram accounts, such as "Educational content", "New product research content", "Daily life in the workshop", "Promotional content" or "cinematic content". Then Search, BSS Exhaust Official makes it easy for consumers to find product information via Instagram with a highlight feature for customer testimonials, ordering tutorials in the bio, and links to e-commerce. Although the shop uses hashtags in its content, consumers are more likely to use the search feature with simple keywords than hashtags to find product information.

At the Action stage, BSS Exhaust Official makes it easier for consumers to make purchases by using the Instagram Stories and highlight features to convey information on how to order, operating hours, and interact directly with the audience. This content is uploaded regularly to increase engagement, and consumers feel that information on how to order is easy to access and the service provided is quite interactive. Then Share, BSS Exhaust Official encourages consumers to share their experiences with the product through the Instagram Stories feature. This store also reposts stories from consumers and embeds them in highlights, which helps strengthen relationships with customers and attracts the interest of other followers. Testimonials shared by consumers also often trigger interest and questions from Instagram account followers about BSS Exhaust Official exhaust products.

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