



## Implementation Of Instagram ‘My Rise Clothing Store’ Marketing Strategy Based On Aida Model

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### ABSTRACT

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Digitalization of technology that has been applied in various fields has changed various forms of activities in daily life both in the business environment, government, and social life. Entrepreneurs are also encouraged to change practices in their business in order to survive in the digital era. One way to increase this competitive advantage is to take advantage of social media in running a business. Social Media Marketing and more particularly instagram are becoming increasingly important in consumers' purchasing decisions. This research aims to analyze My Rise Instagram content with consumer buying interest based on attention, interest, desire, and action (AIDA). This research uses the descriptive qualitative method. The data collection was carried out using observation and in-depth interviews with key informants and informants. Based on the result of research and discussion, the following conclusions can be drawn; First promotional efforts carried out by the My Rise Store through Instagram social media turned out to be effective and had an important role, especially in creating audience awareness about the product. Implementing the AIDA Model through Instagram content has proven to increase traffic visits to an account of Instagram business @yash.uplabel. Second, the owners also pay attention to every piece of content they create based on the AIDA model to make people interested in the product, so finally visit the store and buy the fashion product directly.

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### 1. Introduction

Economic development is influenced by technological progress information, which has been applied in various fields, business environments, the government, and social life (Kusuma & Sugandi, 2018). Digitalization has become one of the keys which is essential for holding small and medium enterprises to survive (Komalasari, 2020). However, in practice, Micro, Small, Medium Enterprises also known as MSMEs need effective social media marketing to expand the market share (Priambada, 2017). Hassan et al (2015) identified that one out of five small businesses does not have a strategy for social media, despite the strategy is vital to ensure the effectiveness of using social media for business. It would need to have proper plans and strategies when using social media (S. Haryani & Motwani, 2015). The existence of social media can help MSMEs to overcome marketing problems because social media is not unfamiliar to MSME actors (Widiyanto & Prasilowati, 2015). Social media is essential in digital marketing (Kotler, 2015). The role of social media has now begun to shift. It initially acted as a medium of communication between individuals but has now become an essential part of the business world because social media offers a unique method of marketing communication (Eagleman, 2013).

Research from we are social report entitled "Global Digital Report 2022" shows that the number of Indonesian social media users reached 191.4 million in January 2022, with the number of users accessing Youtube at around 139 million and then followed by Facebook reaching 129.9 million, while Instagram with



the number of users of 99.15 million, and followed by the number of TikTok users in Indonesia reaching 92.07 million with a total of 79%.

Utami et al (2016) found that Instagram is a suitable channel to do the marketing communications strategy for the young, and selecting the right time when content is created is considered more targeted in reaching the target audience of today's business. Based on the results by Handika & Darma (2018), it was found that the Culinary Business Marketing strategy using Influencers through Instagram Social Media turned out to be effective. Consumers are more inclined to use social media marketing, especially Instagram, to reduce costs in marketing. In addition, Haryani & Fauzar (2021) added that the effectiveness of Instagram social media as a promotional channel for MSMEs helps attract consumers to find out about the available product.

One of the models in digital marketing communication uses the AIDA model, an acronym that refers to Attention, Interest, Desire, and Action (Hassan et al., 2015). Research on the AIDA concept has previously been carried out a lot, including research by Syastra & Adam (2017) that the strategy of using social media with the AIDA Model approach can increase responses to Facebook posts of MSMEs, Furthermore, Nugroho & Mudiantono (2019) research stated that the AIDA Concept has a significant positive effect on the Development of Food MSMEs in Semarang city.

My Rise is one of the MSMEs in Salatiga that utilizes the Instagram social media application as one of the promotional media. My Rise currently has an active Instagram account, @yash.uplabel, which has a total of 658 followers and 1441 following other user accounts. This study aims to find out and analyze the implementation of promotional strategies carried out by the My Rise Clothing Store with the AIDA approach through content on Instagram social media. The use of the AIDA Model in each post is used to help MSMEs maximize social media use. So that MSMEs can deliver more optimally marketed products/services through social media.

## **2. Method**

This research method used in this study is qualitative research, where the discussion results are arranged to be described in the form of words. Basuki (2006) revealed that the descriptive method is a study that explores certain events, environments, and situations. Informant selection procedure is using a purposive sampling technique. Purposive Sampling is a technique carried out by selecting informants based on specific criteria made by researchers based on the researcher's objectives (Kryantono, 2006 ). In this study, researchers took data using observation and in-depth interviews with key informants and informants. According to Bagong (Suyanto 2005), research informants include several types, namely: Key informants (key informants) are those who know and have the various basic information needed in research. The second is the primary informant, namely those who are directly involved in the social interactions studied. Third, Additional informants can provide information even though they are not directly involved in the social interactions learned. In this study, the authors used key and primary informants, namely as follows: key informants are My Rise Stores business owners, while the primary informants are people who have seen promotional content on Instagram of MyRise Clothing Store and Consumers who buy products at My Rise Clothing Store. In addition, in data collection techniques, researchers use non-participant observation techniques, interviews, and documentation studies. Researchers used Miles and Huberman's interactive analysis model for data analysis techniques in this study. This model consists of three activity steps: data reduction, data presentation, and conclusion drawing/verification. (Miles and Huberman,1994).

## **3. Result and Discussion**

My Rise Clothing Store is a clothing store in Salatiga that uses Instagram social media as a promotional medium. My Rise currently has a business Instagram account, @yash.uplabel, which contains clothing products from its branding by the owner. This account has 223 Posts, 660 Followers, and 1442 following other user accounts.

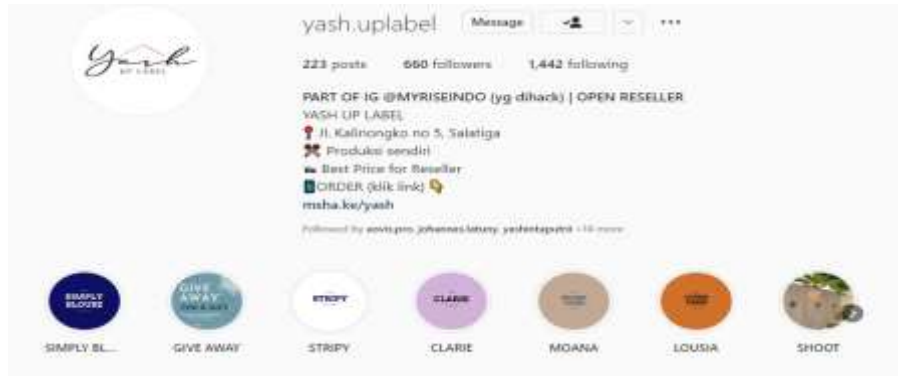


Figure 1. Account of Instagram My Rise

As explained above, this study aims to analyze the implementation of promotional content carried out by My Rise Clothing Store through the @yash.uplabel Instagram account using the AIDA Model. The following is the result of observations and interviews that the author has conducted on business actors and consumers, including Implementing communication strategies in My Rise Stores with the AIDA theory proposed by Wilbur Schramm, where AIDA theory said that the occurrence of psychological processes in the audience starts from Attention, Interest, and finally with Action.

### 3.1 Attention

According to Schramm, Attention is a person's desire to look for and see things. Every product or service produced by a company will always be tried to get consumers' attention. Various promotional and communication strategies are carried out to influence consumers to see the products offered as a solution to their needs. My Rise store makes various systematic efforts to get the attention of potential customers, first, through creating content on Instagram. For example, the shop owner made the business logo as one of the branding instruments at the beginning

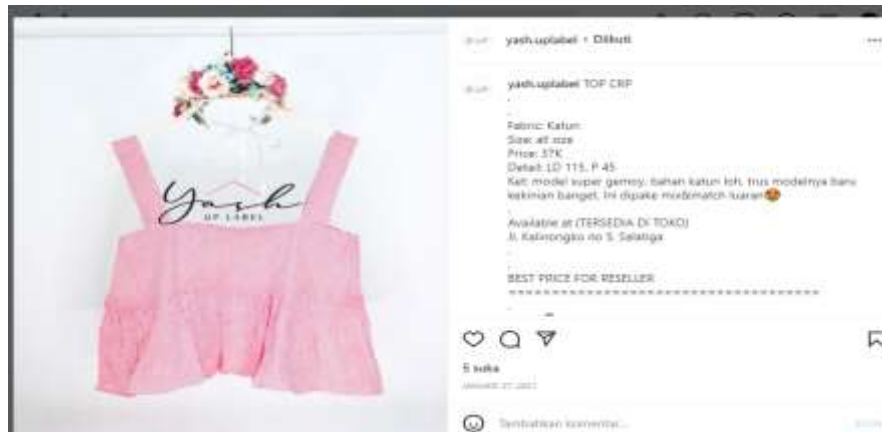


Figure.2. Business Logo Content Attention element of AIDA

In the post after the implementation of AIDA above, it can be seen that the appearance of a creative design and logo makes people curious about what products will appear later. Then the store owner also creates content about awareness by utilizing the nano influencer strategy in their content strategy. Wibawa et al (2021) use of digital marketing strategies through nano influencer is quite effective and has a positive impact in building good relationship with other social users. As shown below ;



equipped with photo captions/titles in each upload. The caption/title of the uploaded photo is written clearly and uses persuasive sentences so that consumers are curious about the product and visit the store-the examples of persuasive sentences as shown below.



**Figure 5** Product Content (Persuasive invitation to purchase the Product)



**Figure 6 .** Product Content

The content above explains the various types of clothing products in the My Rise store. Then to increase the interest of visitors, My Rise Clothing Store also carries out a content strategy that contains how to become a reseller. Through this strategy, My Rise expands its network and partners so that its products can be better known to the broader community. Based on the results of research by Purnomo A.E (2020), marketing communication strategies through resellers turned out to be effective because of the communication capabilities of resellers and the ability to maximize online-based marketing applications.



**Figure.7.** Content that explained about Reseller

Since activating Instagram account business from October 2020 to June 2022, there have been 222 photo/content uploads on the @yash.uplabel page. Then the Interest element in the AIDA model can also be seen and analyzed through the Instagram Insight Overview @yash.uplabel. The screenshot of the insight overview on the @yash.uplabel account is as follows:



Figure 8. Insights Overview on Instagram

The screenshot above shows that Insight Overview calculates three things; Accounts Reached can be used to determine the number of audiences who have seen feed posts. Accounts Engaged can be used to see the number of interactions an account has with the audience. Meanwhile, Total Followers can be used to see an increase or decrease in followers.



Figure.9. Account Reached on Instagram

Based on the screenshot above, Accounts Reached in the period from March to June; there was an increase in the number of audiences who had seen posts from @yash.uplabel, as many as 20,180 audiences or 43.4%, which exceeded the total followers owned. It means that the business accounts on Instagram are visible by other people who are not followers of the account. It can be concluded that the number of followers who see is only 392, while those who are not followers are much more, namely 19,700. Of women, 94% dominated those who looked at the account.



Figure 10. Accounts Engaged on Instagram

The screenshot on the Accounts Engaged menu shows a 24.8% increase from March to June. The total interaction of account activity with the audience is 271 consisting of likes, comments, shares, direct messages, hashtags, and others. The menu also presents a demographic chart about the age that is widely reached by audiences with vulnerable aged 18-24 years, then aged 25-34 years. This means that the most people who ask and respond to posts about product content from @yash.uplabel are audiences at the age of college students, young working women to mothers who are relatively young, with the age of 34 years.

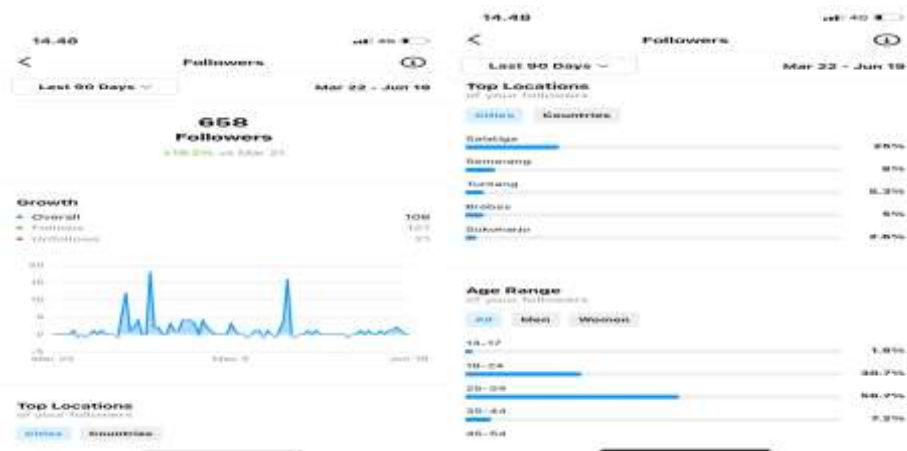


Figure. 11. Data Insight of Follower

Based on the results of data on the Instagram account @yash.uplabel within three months, it was obtained that there was an increase in the number of followers by 19.2%, with the number of 658 followers. The picture above also shows the most followers from the @yash.uplabel from the Salatiga area, then from the Semarang area. Unlike the results of Account Engaged , most followers are aged 25 -34 years and then aged 18-24 years.

### 3.3 Desire

The Desire element is related to the consumer's attitude towards a product/service he likes. Based on the results of the interviews, Informant 2 revealed that the element of desire in the content from Instagram @myriseindo has succeeded in moving the informant's desire through promotions submitted on content uploads containing about Super sale 11.11.



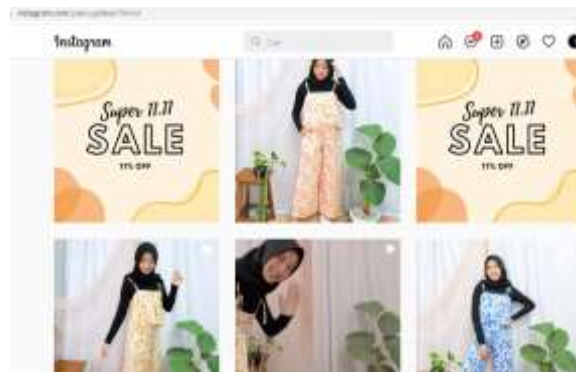


Figure 12. Content Promotion about Super Sale 11.11

Content' Super 11.11, "which explains the promotional offer of a particular product by giving 11% off the price tag. Respondent 3 said that "I am interested in the post on the content then I also invited friends to visit Instagram from My Rise, then pressed the like button and saw in the catalogue, what are the products that are being promo / get discounted prices." According to Belisa (2018), there is an influence between sales promotion vouchers discount through social media Instagram to consumer purchasing decisions at a local merchant.

In addition, during the celebration of Eid al-Fitr, My Rise also conducts a THR giveaway promotion which explains the invitation to use products from My Rise and then posted on Instagram social media. Then the owner will announce the winner and give THR cash to lucky participants. The giveaway strategy has proven to affect buying interest of online consumers. According to Machfoedz (2010), sales promotion is carried out to offer added value to consumers, such as stimulus to motivate sales quickly. On Instagram social media, sales promotion is carried out by providing special discounts and by holding online events in the form of giveaways. This is aimed at increasing consumer loyalty which will have an impact on subsequent purchase activities.

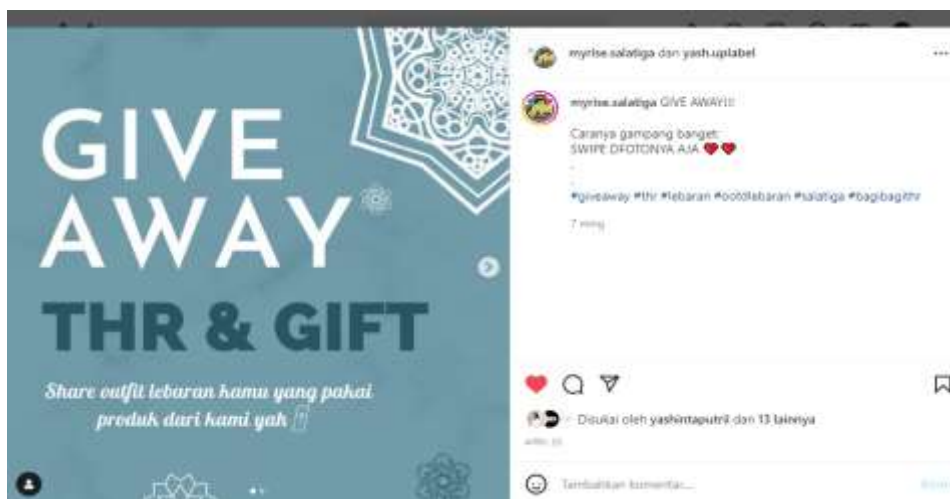


Figure 13. Content Promotion about give away

### 3.4 Action

The action element is the final element of the AIDA, where in this element; the customer begins to decide to use the product/service being promoted. Based on the interview results, respondent 1 revealed that the promotion carried out by the Instagram account @yash.uplabel has succeeded in getting potential buyers to buy products from My Rise. Through content that explains the THR giveaway, potential buyers have the decision to visit and buy the fashion product directly. Respondent 1 revealed that they were "interested and

directly bought hijab-type fashion products because they were looking for fashion products to celebrate the Eid Day, then respondents were interested in buying directly. In this stage, the owner also highlights what is the Unique Selling Point of their product that distinguish it from other products, for example, using the principle of "one stop fashion," which means that My Rise not only sells its fashion products, but My Rise provides additional services with sewing services intended for customers if they want to make or custom products. This is a strength and uniqueness when shopping at the My Rise store. Last but not least, the content of My Rise also highlights the advantages of the product. The store is principled in prioritizing customer satisfaction. According to Danang Sunyoto (2015), customer satisfaction is one of the reasons why consumers decide to shop. When consumers are satisfied with a product, they are likely to continue to buy and inform others about their pleasant experience with the product.

#### 4. Conclusion

Based on the results of the research above, it can be concluded that the promotional efforts carried out by the My Rise Store through Instagram social media turned out to be effective and had an important role, especially in creating audience awareness about the product. The strategy of using Instagram social media with the AIDA Model approach can increase the response to Instagram posts of MSME actors, and it is proven that followers are increasing to 660 followers on the Instagram account @yash.uplabel. As also evidenced in the insight analysis of Accounts Reached in the period from March to June, there was an increase in the number of audiences who had seen posts from @yash.uplabel, as many as 20,180 audiences or 43.4%, which exceeded the total followers owned. Then Accounts Engaged had a 24.8% increase from March to June. It can be seen that the number of followers who see is only 392, while those who are not followers are much more, namely 19,700. The total interaction of account activities with an audience of 271 consists of likes, comments, shares, direct messages, hashtags, and others. It can be concluded that implementing the AIDA Model through Instagram content has proven to increase traffic visits to an account of Instagram business @yash.uplabel.

The owners also pay attention to every piece of content they create based on the AIDA model. As in the Attention element, the owner creates content with a unique design and logo to make people curious about what products will appear later. Second strategy, the store owner also creates content by utilizing the nano influencer strategy in his content strategy to make people more attracted about his products. Then My Rise also carried out a content strategy about becoming a reseller. The caption/title of the content that has been posted should be written clearly and uses persuasive sentences so that consumers are interested in the product and finally visit the store. In this way, My Rise expands its network and partners so that its products can be better known to the broader community. In the third stage, the Desire element, content from the Instagram account @yash.uplabel has succeeded in moving the audience's desires through promotions delivered on content uploads containing discount and giveaway strategies. Moreover, in the last stage, the Action element, through an upload that explains the THR giveaway, makes potential buyers decide to visit and buy the fashion product directly.

Based on these conclusions, some suggestions from the author for other business actors who use marketing strategies through social media is to pay attention to the strategy of creating promotional content on Instagram social media. In this case, the AIDA concept must be present in every content post from business actors so that netizens are more interested and finally want to buy the product. Business actors should innovate and be creative with their content creations so that Instagram users / potential buyers do not get bored with posts from business owners. Suggestions for scientific purposes are expected to be used as a reference for subsequent researchers to study more specifically related matters that affect the effectiveness of using Instagram as a promotional channel. This research is still limited in terms of the scope of objects used as respondents to the study.

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