

INTISARI

UMKM KUBE Legensari mengalami kendala dalam kegiatan pemasaran digital karena pemanfaatan Instagram sebagai media promosi belum berjalan optimal. Konten yang diunggah belum disusun berdasarkan strategi komunikasi pemasaran yang sistematis, sehingga belum mampu mengarahkan audiens secara bertahap dari perhatian hingga tindakan lanjutan. Penelitian ini bertujuan untuk menerapkan model Attention, Interest, Desire, dan Action (AIDA) sebagai kerangka perancangan konten digital marketing pada akun Instagram UMKM KUBE Legensari serta menganalisis hasil penerapannya terhadap kinerja komunikasi pemasaran. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara, observasi, dokumentasi, dan studi pustaka. Analisis dilakukan dengan membandingkan kondisi konten promosi sebelum dan sesudah penerapan model AIDA berdasarkan respons audiens yang diperoleh dari Instagram Insights, meliputi jangkauan akun, keterlibatan audiens, aktivitas profil, dan pertumbuhan pengikut. Hasil penelitian menunjukkan bahwa penerapan model AIDA mampu mengatasi permasalahan konten promosi Instagram UMKM KUBE Legensari yang sebelumnya belum terarah. Konten promosi menjadi lebih terstruktur, konsisten, dan komunikatif, dengan alur pesan yang jelas pada setiap tahapan AIDA. Penerapan model ini diikuti oleh peningkatan jangkauan dan tayangan konten, meningkatnya keterlibatan audiens, serta munculnya tindakan lanjutan berupa kunjungan profil, klik tautan, dan pesan langsung. Berdasarkan hasil tersebut, dapat disimpulkan bahwa model AIDA relevan dan efektif digunakan sebagai kerangka perancangan konten digital marketing UMKM dalam meningkatkan kinerja komunikasi pemasaran melalui Instagram.

Kata kunci: AIDA, Digital Marketing, Instagram, UMKM, Konten Promosi

ABSTRACT

The MSME KUBE Legensari faces challenges in digital marketing due to the suboptimal use of Instagram as a promotional medium, resulting in unfocused content management that has not effectively supported marketing communication. Promotional content has not been structured using a systematic communication strategy, causing difficulties in guiding audiences from initial attention to follow-up actions. This study aims to apply the Attention, Interest, Desire, and Action (AIDA) model as a framework for designing digital marketing content on the Instagram account of MSME KUBE Legensari and to analyze the outcomes of its implementation on marketing communication performance. This research employs a descriptive qualitative method, with data collected through interviews, observations, documentation, and literature review. The analysis was conducted by comparing promotional content conditions before and after the implementation of the AIDA model based on audience responses obtained from Instagram Insights, including account reach, audience engagement, profile activity, and follower growth. The results indicate that the implementation of the AIDA model successfully addresses the previously unstructured promotional content. The content becomes more structured, consistent, and communicative, with a clear message flow across each stage of AIDA. This implementation is followed by increased reach and impressions, higher audience engagement, and the emergence of follow-up actions such as profile visits, link clicks, and direct messages. Based on these findings, it can be concluded that the AIDA model is relevant and effective as a framework for designing digital marketing content for MSMEs to enhance marketing communication performance through Instagram.

Keywords: AIDA, Digital Marketing, Instagram, MSMEs, Promotional Content