ABSTRAK

Penelitian ini bertujuan menganalisis efektivitas strategi pemasaran melalui media sosial Instagram pada akun @officialpersibas dengan menggunakan model AIDA (Attention, Interest, Desire, *Action*). Penelitian menggunakan pendekatan deskriptif kuantitatif. Instrumen penelitian berupa kuesioner skala Likert yang disebarkan kepada 100 responden, yaitu pengikut akun @officialpersibas yang pernah melihat konten unggahan. Data dianalisis melalui uji validitas, uji reliabilitas (Cronbach's Alpha), serta analisis deskriptif persentase tiap dimensi AIDA menggunakan bantuan IBM SPSS. Hasil penelitian menunjukkan seluruh item pernyataan valid, serta reliabilitas instrumen memadai (α Attention=0,694; Interest=0,547; Desire=0,689; Action=0,662). Skor efektivitas menunjukkan tahap Attention sebesar 78,8% (kategori baik), Interest 84,13% (kategori istimewa), Desire 84,0% (kategori istimewa), dan *Action* 78,8% (kategori baik). Dengan demikian, strategi pemasaran melalui akun Instagram @officialpersibas secara keseluruhan efektif, namun masih perlu optimalisasi pada tahap Attention dan *Action* melalui peningkatan variasi konten visual, pemanfaatan fitur Reels/Story interaktif, serta penguatan ajakan bertindak (*call to action*) agar tindakan audiens meningkat.

Kata kunci: Persibas, Strategi Pemasaran, AIDA, Media Sosial, Efektivitas.

ABSTRACT

This study aims to analyze the effectiveness of Instagram*-based marketing strategies on the @officialpersibas account using the AIDA model (Attention, Interest, Desire, Action). The research employed a descriptive quantitative. The instrument was a Likert-scale questionnaire distributed to 100 respondents, namely followers of @officialpersibas who had viewed the posted content. Data were analyzed using validity testing, reliability testing (Cronbach's Alpha), and descriptive percentage analysis for each AIDA dimension with the assistance of IBM SPSS. The results indicate that all statement items are valid and that the instrument reliability is adequate (α Attention = 0.694; Interest = 0.547; Desire = 0.689; Action = 0.662). The effectiveness scores show that the Attention stage reached 78.8% (good category), Interest 84.13% (excellent category), Desire 84.0% (excellent category), and Action 78.8% (good category). Therefore, the* Instagram *marketing strategy of the @officialpersibas account is overall effective; however, further optimization is still required in the Attention and Action stages by enhancing the variety of visual content, maximizing interactive Reels/Stories, and strengthening calls to action to increase audience responses and actions.*

Keywords: Persibas, Marketing Strategy, AIDA, Social Media, Effectiveness