

ABSTRAK

Penelitian ini dilatarbelakangi oleh belum optimalnya pemasaran pada usaha peternakan ayam petelur yang masih mengandalkan metode konvensional sehingga jangkauan pasar terbatas dan belum mampu mengimbangi peningkatan hasil produksi. Penelitian bertujuan menganalisis penerapan digital marketing melalui konten Instagram, mengetahui performa konten berdasarkan *Instagram Insight*, menganalisis respons pengguna menggunakan model AISAS (*Attention, Interest, Search, Action, Share*), serta mengidentifikasi karakteristik konten yang memperoleh respons pengguna tertinggi. Penelitian dibatasi pada penerapan digital marketing melalui Instagram dengan memanfaatkan konten *feed* foto, *feed carousel*, dan *video reels* pada satu usaha peternakan ayam petelur di RT 08 RW 01, Desa Nusadadi, Kecamatan Sumpiuh, Kabupaten Banyumas. Penelitian menggunakan metode deskriptif kualitatif melalui observasi, wawancara, dokumentasi, serta analisis data *Instagram Insight* yang meliputi *reach, impressions, like, comment, share, save, repost, dan profile visit*. Hasil penelitian menunjukkan bahwa penerapan *digital marketing* melalui penyusunan kalender konten dan publikasi konten secara terencana mampu meningkatkan jangkauan akun (*reach*), interaksi pengguna, serta memberikan gambaran perilaku pengguna pada setiap tahapan AISAS. Konten edukasi, aktivitas peternakan, promosi produk, dan bukti sosial (*social proof*) memberikan respons yang berbeda sesuai tujuan komunikasinya, sedangkan konten *reels* dan *carousel* cenderung menghasilkan jangkauan (*reach*) serta keterlibatan pengguna yang lebih tinggi. Berdasarkan hasil tersebut, dapat disimpulkan bahwa penerapan *digital marketing* melalui Instagram dengan model AISAS efektif digunakan sebagai kerangka analisis untuk mengevaluasi respons pengguna sekaligus menjadi dasar penyusunan strategi *digital marketing* pada usaha peternakan ayam petelur.

Kata kunci: *Digital Marketing*, Instagram, *Instagram Insight*, Model AISAS, Peternakan Ayam Petelur

ABSTRACT

This study was motivated by the limited marketing practices of a laying hen farming business that still relied on conventional methods, resulting in a restricted market reach and an inability to keep pace with increasing production. The study aimed to analyze the implementation of digital marketing through Instagram content, evaluate content performance based on Instagram Insight, examine user responses using the AISAS (Attention, Interest, Search, Action, Share) model, and identify the characteristics of content that generated the highest user engagement. The research was limited to the implementation of digital marketing through Instagram by utilizing photo feeds, carousel posts, and Reels on a laying hen farming business located in RT 08 RW 01, Nusadadi Village, Sumpiuh District, Banyumas Regency. A descriptive research method with a simple quantitative approach was employed through observation, interviews, documentation, and analysis of Instagram Insight data, including reach, impressions, like, comment, share, save, repost and profile visit. The findings indicate that the implementation of digital marketing through structured content planning and consistent content publication improved account reach, user engagement, and provided insights into user behavior at each stage of the AISAS model. Educational content, farming activities, product promotion, and social proof generated different levels of user response according to their communication objectives, while Reels and carousel posts tended to achieve higher reach and engagement. It can be concluded that the implementation of digital marketing through Instagram using the AISAS model is effective as an analytical framework for evaluating user responses and serves as a basis for developing digital marketing strategies for laying hen farming businesses.

Keywords: Digital Marketing, Instagram, Instagram Insight, AISAS Model, Laying Hen Farming