

INTISARI

Penelitian ini berjudul “Penerapan Strategi Digital Marketing Menggunakan STP dan AIDA pada Instagram Toko Kacamata Fine Ida”. Tujuan penelitian ini adalah untuk mengetahui penerapan strategi segmenting, targeting, positioning (STP) dan pendekatan Attention, Interest, Desire, Action (AIDA) dalam digital marketing melalui Instagram untuk meningkatkan brand awareness dan menjangkau pasar baru. Penelitian ini menggunakan metode deskriptif kualitatif dengan studi kasus, observasi, dokumentasi, dan wawancara. Hasil penelitian menunjukkan bahwa strategi STP memperluas segmen pasar dari usia 40 tahun ke atas menjadi 18–50 tahun di wilayah Banyumas dan Purbalingga. Strategi AIDA menarik perhatian audiens melalui konten visual, membangun minat dan keinginan melalui konten promosi, serta mendorong tindakan seperti pembelian. Pendekatan AIDA juga meningkatkan metrik performa akun Instagram. Penerapan strategi STP dan AIDA secara sinergis berdampak positif terhadap brand awareness dan perluasan pasar.

Kata kunci: Digital Marketing, STP, AIDA, Instagram, Brand Awareness

ABSTRACT

This research is entitled “Application of Digital Marketing Strategies Using STP and AIDA on Instagram Fine Ida Glasses Shop”. The purpose of this research is to find out the application of segmenting, targeting, positioning (STP) strategies and the Attention, Interest, Desire, Action (AIDA) approach in digital marketing through Instagram to increase brand awareness and reach new markets. This research uses a qualitative descriptive method with case studies, observation, documentation, and interviews. The results showed that the STP strategy expanded the market segment from 40 years old and above to 18-50 years old in the Banyumas and Purbalingga areas. The AIDA strategy attracts audience attention through visual content, builds interest and desire through promotional content, and encourages actions such as purchases. The AIDA approach also improved the performance metrics of the Instagram account. Synergistic application of STP and AIDA strategies had a positive impact on brand awareness and market expansion.

Keywords: Digital Marketing, STP, AIDA, Brand Awareness

