

ANALYSIS EFFECTIVENESS OF “KOPI LAIN HATI” PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA (AIDA MODEL APPROACH)

Adisti Handayani¹, Agung Kresnamurti Rivai², Adnan Kasofi³

Digital Marketing Study Program,
Faculty Of Economics and Business, State University of Jakarta, Indonesia

Email: adistihandayani34@gmail.com

Abstract

Keywords:

Promotional Effectiveness,
Instagram,
AIDA,
Kopi Lain Hati.

The rapid development of digital marketing has encouraged many beverage brands in Indonesia to rely on social media platforms, particularly Instagram, as a promotional medium. Kopi Lain Hati is one of the local brands that actively uses Instagram to share promotional content; however, the effectiveness of these efforts has not been widely evaluated using structured communication models. This study aims to analyze the effectiveness of Kopi Lain Hati's promotional content on Instagram using the AIDA model, which includes the dimensions of Attention, Interest, Desire, and Action. A quantitative descriptive approach was used, with data collected through an online questionnaire distributed to 120 respondents in the Jabodetabek area. Respondents were required to be active Instagram users, followers of @kopilainhati, and individuals who had seen the brand's promotional content. Data were analyzed using descriptive statistics and mean scoring with SPSS version 25. The findings show that the Instagram promotion of Kopi Lain Hati is generally effective, with the highest mean values found in the Interest and Desire dimensions. This indicates that the content successfully conveys clear messages, highlights product advantages, and stimulates consumer interest and purchase intention. Meanwhile, the lower scores in Attention and Action suggest that improvements are needed in visual appeal and call-to-action strategies. Overall, this study provides valuable insights into how Instagram promotions influence consumer behavior and reinforces the relevance of the AIDA model in digital marketing research.

This is an open access article under the [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/) license



INTRODUCTION

Social media has become one of the most effective platforms for promotional activities in today's digital era (Aryani & Murtiariyati, 2022). This is due to its ability to reach a wider audience, target specific consumer segments, and deliver information in an interactive and engaging manner. One of the social media platforms widely utilized for promotional purposes is Instagram. The rapid growth of Instagram has encouraged many businesses to shift toward using social media as their primary channel for promoting products. Instagram serves as a space to share stories, creative works, ideas, and even generate income through its Instagram for Business features (Pertwi et al., 2021). The use of Instagram greatly supports message delivery, brand image formation, personal branding, and marketing activities for many types of businesses, including coffee shops (Mulyadi & Zuhri, 2020). Kopi Lain Hati is one such brand that uses Instagram as a platform to promote its products.

With the username @kopilainhati and a total of 204 thousand followers, the account shares various information about the products offered. However, in the past 30 days, its follower count has decreased by 42.9%, and its engagement rate including likes, comments, and shares has been very low, with an average of 50 likes and 3 comments per post. This decline may be caused by several factors, including a mismatch between the content and audience interests, inconsistent posting frequency, low content quality, and limited interaction from the creator (Rahayu, 2024).

Based on data from phlanx.com, the Instagram account @kopilainhati has an engagement rate of 0.02%, which indicates a very low level of audience interaction. According to Phlanx, the ideal engagement rate for Instagram accounts with 100,000 to 1 million followers is 3.78%. This shows that significant efforts and evaluation are needed to improve audience interaction and increase engagement levels. Such improvements are crucial for the company to assess the effectiveness and quality of the promotional content they produce (Rahayu, 2024). Although Kopi Lain Hati uploads promotional content every week, it still has not succeeded in capturing customer interest.

To understand how consumer responses are formed, marketers need to design messages that are effective in executing online promotions. An effective message should be able to attract attention, generate interest, create desire, and encourage consumers to take action. This process is known as the AIDA model (Attention, Interest, Desire, Action). Based on this model, it is assumed that progressing through these stages is a key determinant of the success of online promotion, as it can increase consumer attention and interest (Nurhidayanti et al., 2020).

This study aims to determine the effectiveness of promotional activities for Kopi Lain Hati on social media using the AIDA approach. Specifically, the research examines the effectiveness of promotional content on the Instagram account @kopilainhati through the AIDA model. The findings of this study are expected to provide theoretical benefits by offering new insights into how the AIDA framework can be applied to measure promotional effectiveness on social media. In addition, the study is expected to provide practical benefits, such as helping Kopi Lain Hati evaluate the effectiveness of their Instagram promotions using the AIDA approach and assisting the company in designing more effective promotional strategies.

LITERATURE REVIEW

Promotion

Promotion is one of the key components in determining the success of a marketing campaign. According to Kotler & Armstrong (2021), promotion refers to efforts to communicate the benefits of a product and persuade target customers to purchase it. Tjiptono (2020) states that promotion is a component of the marketing mix that focuses on informing, persuading, and reminding consumers about a company's brand and products. Promotion not only aims to increase sales but also to build a strong brand image in the minds of consumers. Effective promotion can serve as a medium to establish long-term relationships with customers (Akbar, 2024). In today's highly competitive environment, promotion is an essential tool for businesses to capture customer attention amid the abundance of product alternatives.

Promotion Mix

The promotion mix is a combination of various promotional tools used by companies to achieve their marketing objectives. According to Kotler & Armstrong (2018), the promotion mix also known as the marketing communications mix consists of a blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools used by companies to engage consumers, communicate customer value persuasively, and build relationships with customers. According to Kotler & Armstrong (2021), the five main promotional tools are defined as follows: advertising, sales promotion, personal selling, public relations, and direct and digital marketing.

Digital Marketing

According to Kotler & Armstrong (2021), digital and social media marketing utilize a variety of digital platforms such as websites, social media, apps and mobile ads, online videos, email, and blogs, allowing companies to engage consumers anytime and anywhere through their digital devices. Marketing carried out directly through digital and social media includes various approaches, such as online marketing, social media marketing, and mobile marketing. The definitions of each digital media according to Kotler & Armstrong (2021) are as follows: online marketing, social media marketing, and mobile marketing.

Social Media Instagram

According to Kotler & Keller (2022), social media is a platform that enables consumers to share text, images, audio, and video with one another and with companies, and vice versa. In addition, social media can also serve as a promotional tool for introducing a company's products to the market (Firdaus & Hadiyanto, 2022). Instagram is one of the most widely used social media applications today. Instagram is a social media platform where users can share photos and videos (Putra, 2022). It has become increasingly popular as an application for sharing photos and has attracted many users who shift to online business to promote their products through Instagram (Rahnia et al., 2023).

AIDA Model

According to Lewis in Fuadi et al. (2024), in 1898, American advertising and marketing expert Elias St. Elmo Lewis introduced the AIDA model approach. AIDA is an acronym for four stages of the marketing process, consisting of Attention, Interest, Desire, and Action. This method remains relevant today as a framework for creating effective promotional messages. The model has assisted marketers for more than a century in their efforts to attract customer interest and motivate action (Pal, 2024).

According to Kotler & Keller in Rafi & Zulfison (2023), the AIDA (Attention, Interest, Desire, and Action) marketing model can be applied to advertising because it is often used to support comprehensive advertising planning. In this model, a message delivered must first capture attention, develop interest, generate desire, and ultimately drive action. The four stages of AIDA are as follows:

a. Attention

It is a way to generate consumer interest by delivering messages that are packaged attractively, both in terms of content and the media used. The indicators in the Attention dimension are:

1. The message conveyed in the advertisement.
2. The visual presentation of the advertised product.
3. The intensity of the advertisement.

b. Interest

It refers to messages that are able to trigger curiosity, a desire to look more closely, listen, and observe further. The indicators in the Interest dimension are:

1. Consumer perception of the product.
2. Clarity of the message delivered.
3. Effectiveness of the media used.

c. Desire

It is the stage where consumers begin to develop a desire for a product after receiving information about the product or additional information related to the advertisement content. The indicators in the Desire dimension are:

1. Awareness of information regarding the product's advantages.
2. Consumers' desire to own the product.
3. Reasons for consuming the product.

d. Action

Marketers need to encourage consumers to make decisions and proceed with a purchase through persuasive wording or calls to action in the advertisement. The indicators in the Action dimension are:

1. Confidence in purchasing the product.
2. Tendency to make a purchase.
3. Advertisements that use commercial and elegant wording.

METHODOLOGY

This study employs a quantitative approach with a descriptive method to assess the effectiveness of Kopi Lain Hati's promotional activities on Instagram based on the AIDA model. The data were collected through an online questionnaire distributed to 120 respondents in the Jabodetabek area who are Instagram users and followers of the @kopilainhati account. The research instrument was developed using the four AIDA dimensions proposed by St. Elmo Lewis attention, interest, desire, and action which were measured through 12 indicators. Data analysis was conducted using descriptive analysis and mean score calculations with the assistance of SPSS version 25.

RESULTS AND DISCUSSION

1. Descriptive Analysis

To support this research, data in the form of respondents' answers are required as the basis for obtaining valid results. After all respondents completed the

questionnaire, the researcher presented a frequency table of their responses for each statement under the AIDA model indicators. This study used a Likert scale with five response options.

a. Attention Dimension

The Attention dimension aims to measure the extent to which respondents pay attention to Kopi Lain Hati’s promotional content on Instagram. The results of the questionnaire data for this dimension are presented in Table 1.

Table 1. Deskriptive Attention Dimension

No.	Statement		Alternative Answers				
			STS	TS	CS	S	SS
1.	The Kopi Lain Hati product on Instagram is able to attract my interest to pay attention to the advertisement.	Wi	1	2	3	4	5
		Fi	0	3	18	61	38
		Σ Wifi	494				
		%	0	2,50	15,00	50,83	31,67
		Total	3		117		
			2,50%		97,50%		
		Average	4,12				
2.	The appearance of the Kopi Lain Hati advertisement on Instagram has its own uniqueness in capturing my attention.	Wi	1	2	3	4	5
		Fi	0	4	16	55	45
		Σ Wifi	501				
		%	0	3,33	13,34	45,83	37,50
		Total	4		116		
			3,33%		96,67%		
		Average	4,18				
3.	I often see Kopi Lain Hati advertisement content on Instagram.	Wi	1	2	3	4	5
		Fi	2	8	14	46	50
		Σ Wifi	494				
		%	1,67	6,67	11,66	38,33	41,67
		Total	10		110		
			8,34%		91,67%		
		Average	4,12				
Average Percentage			4,72%		95,28%		
Total Average			4,14				

Source: Data processed by the Researcher (2025)

In the Attention dimension, respondents’ answers were dominated by positive responses (Somewhat Agree, Agree, and Strongly Agree) with an average percentage of 95.28%. When compared with the scoring criteria, this value falls into the very good category (81%–100%). In this dimension, the statement with the highest percentage 97.50% and an average score of 4.12 was the first item: “*Kopi Lain Hati products on Instagram are able to attract my interest to pay attention to the advertisement.*” This indicates that the message delivered through Kopi Lain Hati’s promotional content on Instagram is highly effective in capturing audience attention. In addition, another high percentage appears in the second item, with 96.67% positive responses and an average score of 4.18, stating: “*The appearance of Kopi Lain Hati advertisements on Instagram has its own uniqueness in attracting my attention.*” This suggests that unique visual elements play a significant role in drawing audience attention.

Overall, the average score of the Attention dimension is 4.14, which based on the interval scale for effectiveness falls under the “Effective” category (3.41–4.20). This



aligns with the findings of Mulyati & Sudrajat (2024), who state that strong attention contributes to increased product sales. Instagram advertisements that feature clear messages and unique visuals can enhance consumer interest and ultimately influence their purchasing decisions. However, in this dimension, there is a relatively high percentage of negative responses for the third statement: *“I often see Kopi Lain Hati advertisement content on Instagram.”* This indicates that the frequency of Kopi Lain Hati’s promotional content is still perceived as lacking by some respondents. This finding suggests that Kopi Lain Hati should consider increasing the intensity of their promotional content on Instagram.

b. Interest Dimension

In the Interest dimension, the researcher focuses on identifying the level of respondents’ interest in the promotional content displayed on the Kopi Lain Hati Instagram account. The questionnaire results for this dimension are presented in Table 2.

Table 2. Deskriptive Interest Dimension

No.	Statement		Alternative Answers				
			STS	TS	CS	S	SS
1.	The Kopi Lain Hati advertisement on Instagram aims to make me purchase the product.	Wi	1	2	3	4	5
		Fi	0	2	18	53	47
		Σ Wifi	505				
		%	0	1,67	15,00	44,16	39,17
		Total	2		118		
			1,66%		98,34%		
		Average	4,21				
2.	The message in the Kopi Lain Hati advertisement on Instagram is easy for me to understand.	Wi	1	2	3	4	5
		Fi	0	3	21	50	46
		Σ Wifi	499				
		%	0	2,50	17,50	41,67	38,33
		Total	3		117		
			2,50%		97,50%		
		Average	4,16				
3.	I do not feel disturbed by my Instagram feed/timeline being filled with Kopi Lain Hati advertisement posts.	Wi	1	2	3	4	5
		Fi	0	3	17	56	44
		Σ Wifi	501				
		%	0	2,50	14,16	46,67	36,67
		Total	3		117		
			2,50%		97,50%		
		Average	4,18				
Average Percentage			2,22%		97,78%		
Total Average			4,18				

Source: Data processed by the Researcher (2025)

In the Interest dimension, respondents’ answers were dominated by positive responses (Somewhat Agree, Agree, and Strongly Agree), with an average percentage of 97.78%. When adjusted to the scoring criteria, this result falls into the very good category (81%–100%).

The first statement obtained the highest positive percentage of 98.34% with an average score of 4.21, namely *“The Kopi Lain Hati Instagram advertisement aims to make me purchase the product.”* This finding indicates that the audience understands



the purpose of the advertisement, showing that consumer perception toward the promotion has been effectively formed. The second statement received 97.50% positive responses with an average score of 4.16, namely “*The message in the Kopi Lain Hati Instagram advertisement is easy for me to understand.*” This shows that the message is delivered clearly and is easily grasped by the audience, thereby increasing their interest in the product. For the last item, with 97.50% positive responses and an average score of 4.18, namely “*I do not feel disturbed by my Instagram feed/timeline being filled with posts of Kopi Lain Hati advertisements,*” the result indicates that the presence of promotional content is not perceived as disruptive. Thus, Instagram is considered an effective medium because it can deliver promotional content without causing user fatigue.

Overall, the Interest dimension achieved an average score of 4.18, which based on the interval scale falls into the “Effective” category (3.41 – 4.20). This aligns with Mulyati & Sudrajat (2024), who state that higher interest can drive purchasing decisions; attention that is successfully captured can develop into interest that builds consumer desire toward the product.

c. Desire Dimension

The Desire dimension is used to assess the extent to which respondents’ desire emerges after viewing the promotional content presented through the Kopi Lain Hati Instagram account. The questionnaire results for the Desire dimension are presented in Table 3.

Table 3. Deskriptive Desire Dimension

No.	Statement		Alternative Answers				
			STS	TS	CS	S	SS
1.	The caption of the advertised Kopi Lain Hati product on Instagram provides information about the product’s advantages.	Wi	1	2	3	4	5
		Fi	1	3	17	52	47
		Σ Wifi	501				
		%	0,83	2,50	14,17	43,33	39,17
		Total	4	116			
			3,33%	96,67%			
		Average	4,18				
2.	The Kopi Lain Hati advertisement on Instagram arouses my desire to purchase the product.	Wi	1	2	3	4	5
		Fi	2	3	16	54	45
		Σ Wifi	497				
		%	1,67	2,50	13,33	45,00	37,50
		Total	5	115			
			4,17%	95,83%			
		Average	4,15				
3.	The caption of the advertised Kopi Lain Hati product on Instagram gives reasons why I should buy the product.	Wi	1	2	3	4	5
		Fi	1	2	17	54	46
		Σ Wifi	502				
		%	0,83	1,67	14,17	45,00	38,33
		Total	3	117			
			2,50%	97,50%			
		Average	4,18				
Average Percentage			3,33%		96,67%		
Total Average			4,17				

Source: Data processed by the Researcher (2025)

In the Desire dimension, respondents’ answers were dominated by positive responses (Somewhat Agree, Agree, and Strongly Agree) with an average percentage of

96.67%, which based on the scoring criteria falls into the very good category (81%–100%). The highest percentage, 97.50% with an average score of 4.18, appears in the third statement, “The caption on Kopi Lain Hati products advertised on Instagram provides reasons why I should buy the product.” This indicates that the caption successfully offers convincing reasons to the audience, thereby encouraging their desire to consume the product. In addition, the first statement also shows a high positive response of 96.67%, “The caption on Kopi Lain Hati products advertised on Instagram provides information about the product’s advantages.” This suggests that information regarding product strengths is delivered effectively and contributes to building the audience’s desire to try the product.

Overall, the average score for the Desire dimension is 4.17, which, when compared with the effectiveness interval scale, falls under the “Effective” category (3.41–4.20). This aligns with the findings of Mulyati & Sudrajat (2024), stating that social media advertising can stimulate a desire to own the product, and information regarding product advantages can influence purchasing decisions. However, this dimension also shows a relatively high percentage of negative responses on the second statement, “The Kopi Lain Hati Instagram advertisement stimulates my desire to buy the product,” indicating that the advertisement has not fully succeeded in generating purchase desire among some audiences. This can serve as input for Kopi Lain Hati to highlight product value more strongly in their promotional content to better encourage consumer purchase intention.

d. Action Dimension

The Action dimension aims to measure the extent to which respondents take real actions, such as making purchases, after being exposed to Kopi Lain Hati’s promotional content on Instagram. The questionnaire results for this dimension are presented in Table 4.

Table 4. Deskriptive Action Dimension

No.	Statement		Alternative Answers				
			STS	TS	CS	S	SS
1.	The Kopi Lain Hati advertisement on Instagram is able to convince me to make a purchase.	Wi	1	2	3	4	5
		Fi	1	4	14	56	45
		Σ Wifi	500				
		%	0,83	3,33	11,67	46,67	37,50
		Total	5		115		
		Average	4,16%		95,84%		
2.	The Kopi Lain Hati advertisement on Instagram makes me want to make a purchase immediately.	Wi	1	2	3	4	5
		Fi	2	5	15	54	44
		Σ Wifi	493				
		%	1,66	4,17	12,50	45,00	36,67
		Total	7		113		
		Average	5,83%		94,17%		
3.	The caption in the Kopi Lain Hati advertisement on Instagram uses polite language, making it easy to understand.	Wi	1	2	3	4	5
		Fi	0	2	17	53	48
		Σ Wifi	507				
		%	0	1,67	14,17	44,16	40,00
		Total	2		118		
		Average	1,67%		98,33%		
		Average	4,22				

Average Percentage	3,89%	96,11%
Total Average	4,16	

Source: Data processed by the Researcher (2025)

In the Action dimension, the majority of respondents gave positive responses (Somewhat Agree, Agree, and Strongly Agree), with an average percentage of 96.11%, which—based on the scoring criteria—falls into the Very Good category (81%–100%). In this dimension, the item with the highest percentage, 98.33% with an average score of 4.17, is found in the statement: *“The caption on Kopi Lain Hati’s Instagram advertisement uses polite language, making it easy to understand.”* This indicates that the use of polite and easy-to-understand language is considered effective in encouraging audience action. Additionally, another high percentage appears in the first statement, with 95.84% positive responses and an average score of 4.17: *“Kopi Lain Hati’s Instagram advertisement is able to convince me to purchase the product.”* This suggests that the advertising content on Instagram successfully builds consumer confidence in making purchase decisions.

Overall, the average score for the Action dimension is 4.16, which—when matched with the effectiveness interval scale—falls into the “Effective” category (3.41–4.20). This aligns with Mulyati & Sudrajat (2024), who stated that consumer confidence to purchase a product arises when the product depicted in the advertisement matches the actual product. However, in this dimension, a relatively high percentage of negative responses was found in the second statement: *“Kopi Lain Hati’s Instagram advertisement makes me immediately want to purchase the product.”* This indicates that the advertisement has not fully succeeded in prompting audiences to make an immediate purchase. This can serve as an evaluation for Kopi Lain Hati to strengthen the call-to-action (CTA) in their promotional content and present more compelling offers to encourage prompt purchasing behavior.

2. Average Analysis

After obtaining the average score for each variable in the AIDA model (Attention, Interest, Desire, and Action), the next step is to calculate the overall average to determine the final mean value. The calculation is performed using the mean score formula, as presented in Table 5.

Table 5. AIDA (Attention, Interest, Desire, Action) Average Score

AIDA DIMENSION			
<i>Attention</i>	<i>Interest</i>	<i>Desire</i>	<i>Action</i>
4,14 (Effective)	4,18 (Effective)	4,17 (Effective)	4,16 (Effective)
$\text{Average} = \frac{4,14 + 4,18 + 4,17 + 4,16}{4} = 4,16$			

Source: Data processed by the Researcher (2025)

Based on the average calculation of the four AIDA dimensions, a final score of 4.16 was obtained. When aligned with the effectiveness scale range (3.41–4.20), this value falls into the “Effective” category. This indicates that, overall, Kopi Lain Hati’s promotional content on Instagram is able to execute its marketing campaign effectively in attracting attention, generating interest, building desire, and encouraging consumers to take purchasing action.

CONCLUSION

Based on the results of the four AIDA dimensions, it can be concluded that the promotion of Kopi Lain Hati through Instagram is considered effective. The advertisements are able to attract audience attention, generate interest in the promotional content, create desire that encourages the intention to own the product, and ultimately drive consumers toward making a purchase decision.

However, the *attention* and *action* aspects still need improvement. In terms of attention, Kopi Lain Hati needs to enhance the visual quality of each upload so that the content can better capture viewers' curiosity from the first impression. Additionally, posting frequency and consistency should be reinforced to ensure that the audience is regularly exposed to the promotional content and becomes more familiar with the brand.

For the action dimension, Kopi Lain Hati is encouraged to strengthen its call-to-action messages by making them clearer and more compelling, as well as providing promotions or vouchers. These strategies are expected to motivate the audience not only to show interest but also to immediately take action and proceed with a purchase.

BIBLIOGRAPHY

- Akbar, T. (2024). Strategi Promosi Karnawara Visual Production Dalam Menarik Minat Konsumen. *JCI Jurnal Cakrawala Ilmiah*, 3(12). <http://bajangjournal.com/index.php/JCI>
- Aryani, I. D., & Murtiariyati, D. (2022). Instagram Sebagai Media Promosi Dalam Meningkatkan Jumlah Penjualan Pada A.D.A Souvenir Project. *Jurnal Riset Akuntansi Dan Bisnis Indonesia STIE Wiya Wiwaha*, 2(2).
- Firdaus, A. M., & Hadiyanto. (2022). Efektivitas Instagram Sebagai Media Promosi Produk Olahan Pertanian Kopi Di Rumah Kopi Sunda Hejo. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat*, 5(6), 895–907.
- Fuadi, A. A., Fitri, A. N., Handayani, P. M., & Fikriyah, S. (2024). Strategi STP Periklanan Pada UMKM CAFÉ CEMPAKA Dengan Metode AIDA. *Inovasi Ekonomi Dan Bisnis*, 06(3). <https://journalpedia.com/1/index.php/ieb>
- Kotler, P., & Armstrong, G. (2018). *Principle of Marketing* (Seventeenth Edition). Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (Global Edition). Pearson Education.
- Kotler, Philip., & Keller, K. Lane. (2022). *Marketing Management* (16e ed.). Pearson Education Limited.
- Mulyadi, A. I., & Zuhri, S. (2020). Analisis Strategi Brand Image Kedai Kopi “MOENG KOPI” Melalui Media Sosial Instagram. *Jurnal Ilmu Komunikasi*, 10(2). <http://jurnalfdk.uinsby.ac.id/index.php/JIK>
- Mulyati, H. P., & Sudrajat, A. (2024). Efektifitas Model Aida Sebagai Strategi Pemasaran Dan E-Wom Untuk Mempengaruhi Minat Beli Konsumen Di Era Digital (Studi Kasus Pada Produk Hanasui). *JURNAL MANEKSI*, 13(4).
- Nurhidayanti, A. D., Hapsari, A. T., & Umam, K. (2020). Efektivitas Promosi Di Media Sosial Pada Keputusan Pembelian Pelanggan Di Gallery DEWDEW Collection Berdasarkan Model AIDA. In *Jurnal Ekonomi* (Vol. 16, Issue 1).
- Pal, V. (2024). Aida Marketing Strategy: The Case Of Netflix Streaming To Success. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 29(7), 58. <https://doi.org/10.9790/0837-2907095862>

- Pertiwi, S. N., Pardian, P., Trimo, L., & Sadeli, A. H. (2021). *Efektivitas Iklan Pada Media Sosial Instagram Kojama Shop Dengan Pendekatan AIDA Model Advertising Effectiveness In Social Media Instagram Kojama Shop With AIDA Model Approach* (Vol. 7, Issue 1).
- Putra, B. P. (2022). *Instagram Post Design Guide Book*. Ma Chung Pers.
- Rafi, M., & Zulfison. (2023). Pengaruh AIDA (Attention, Interest, Desire, Action) Dalam Iklan Media Sosial Instagram Terhadap Minat Menabung Nasabah Di Bank Syariah Mandiri. *Jurnal of Accounting, Management, and Islamic Economics*, 1(2).
- Rahayu, S. (2024). *Efektivitas Penggunaan Media Sosial Tiktok Sebagai Platform Pemasaran Digital Bimbel Online JadiASN*. www.TikTok.com,
- Rahnia, Sissah, & Anggareni, L. (2023). Efektivitas Penggunaan Instagram Sebagai Media Promosi Di Desa Tangkit Baru Kecamatan Sungai Gelam Kabupaten Muaro Jambi. *Jurnal Sains Student Research*, 1(1), 358–371. <https://doi.org/10.61722/jssr.v1i1.152>
- Tjiptono, F. (2020). *Strategi Pemasaran*. ANDI.

