
Analysis of the AISAS Model in the Digital Marketing Strategy of Our Bento in Tasikmalaya City

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Abstract:

The Food and Beverage industry is currently experiencing rapid growth, and every sector within it must innovate to maintain a competitive edge. This study discusses sales in culinary products analyzed through the AISAS model (Attention, Interest, Search, Action, Share). The research subjects are informants who are the owners of Our Bento. Our Bento is an SME in the culinary field that combines modern and traditional flavors. This descriptive research gathers data through interviews. The results of the AISAS model analysis in digital marketing strategy include: 1. Attention (consumer attention through visual content), 2. Interest (consumers receive information, generate interest, and feel compelled to seek more information), 3. Search (consumers have a high level of curiosity), 4. Action (consumers decide to use the offered products), 5. Share (satisfied consumers are likely to share with others).

Keywords: Digital Marketing, AISAS, SME.

Submitted: 3 March 2024, Accepted: 24 April 2024, Published: 13 September 2024

1. Introduction

Currently, we are amidst the fourth industrial revolution, witnessing a rapid surge in technological advancements. This era is profoundly shaped by the ongoing digitization trend, leading to breakthroughs and the evolution of technology at an unprecedented pace. The internet, one of the fastest-growing technologies, has seamlessly woven itself into the fabric of everyday life, serving as an indispensable communication tool. As a result, there is growing public interest in using technology as a digital marketing tool to advance commercial ventures. As of 2023, 78 million Indonesians had adopted smartphones, making the country the sixth-largest smartphone market globally, only surpassed by China, India, the US, Russia, and Brazil. Smartphones are primarily used for a wide range of purposes, including social networking, online shopping, and accessing applications related to transportation.

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Figure 1 Percentage of Mobile Connections, Internet Users and Social Media Users in the Adult Population in Indonesia (Source: We Are Social, 2023)

The number of internet users in Indonesia has significantly increased, according to Hootsuite's Data: We Are Social. According to estimates, Indonesia will have 212.9 million internet users by 2023, up from 204.7 million in 2019. This is a 3.3% increase in internet users, or 77.0% of the country's total population. This occurrence suggests that internet connectivity is rising quickly in Indonesia, which is a major factor in the economic expansion of the nation. The internet provides a strong basis for innovation, commercial expansion, and economic advancement in addition to making it simpler for people to communicate and obtain information globally.

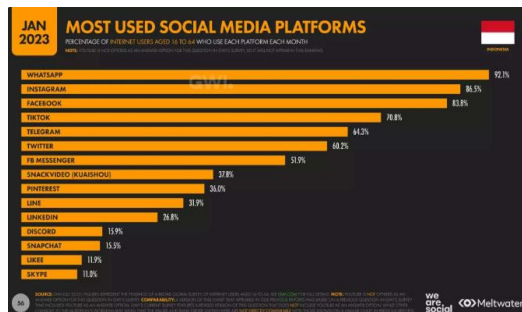


Figure 2 Most Used Social Media Platforms (Source: We Are Social, 2023)

About 167 million people in Indonesia used social media in January 2023, making up 60.4% of the nation's total population. Of them, Facebook (43.4% of all users), YouTube (50.3%), Instagram (32.3%), and TikTok (51.6% of all users) are the most widely used social media sites in Indonesia. These figures demonstrate how widely used social media is in Indonesia. In the current internet era, it gives businesses a solid basis on which to consider social media as one of the possible marketing tactics to reach a vast and diversified audience. (Source: <https://datareportal.com/reports/digital-2023-indonesia> accessed on January 26, 2024).

Table 1 Number of MSMEs in Indonesia in 2021

No	Type	Amount
1.	Micro Enterprises	63.955.369
2.	Small Enterprises	193.959
3.	Middle Enterprises	44.728
4.	Large Enterprises	5.550

(Source: <https://databoks.katadata.co.id/datapublish/2023/10/13/usaha-mikro-tetap-merajai-umkm-berapa-jumlahnya>)

Based on the table above, it is evident that the significant sector of Indonesian SMEs attracts research on this phenomenon. Currently, small and medium enterprises (SMEs) are experiencing a positive trend, which is expected to have a beneficial impact on the Indonesian economy. Accounting for 99% of business units, SMEs play a significant role in Indonesia's economic development. Moreover, SMEs in Indonesia have great potential for further growth and making a larger contribution to the country's economy, creating new opportunities, enhancing prosperity, and contributing approximately 60.5% to the GDP, or around Rp 8.573 Trillion per year. (Source: <https://kadin.id/data-dan-statistik/umkm-indonesia/> accessed on March 15, 2024).

Table 2 The number of MSMEs in Tasikmalaya from 2019 to 2022

Regency/City	Number of Micro and Small Enterprises by Regency/City (Unit)			
	2022	2021	2020	2019
Tasikmalaya	77 632	46 132	53 601	53 708

The city of Tasikmalaya has great potential for MSMEs due to its strategic location and natural resources. With bustling trade routes and local government support, MSMEs here have significant opportunities to thrive. Businesses such as food and beverage, handicrafts, and the creative industry can flourish in this city, contributing to economic growth and the welfare of the local community. Based on the table above, there has been a drastic increase from 2021 to 2022, following a previous decline due to the Covid-19 pandemic. (Source: <https://jabar.bps.go.id/indicator/9/752/1/banyaknya-usaha-mikro-dan-kecil-menurut-kabupaten-kota.html> accessed on March 22, 2024).

Door-to-door sales and other conventional or traditional marketing paradigms have given way to the digital revolution in today's marketing, drastically changing the landscape of company. Transactions that used to take days or even weeks to complete can now be completed in a matter of seconds thanks to technological improvements. Every step of the sales process from providing product details to accepting payments has moved online. Customers can now

obtain goods and services more swiftly, simply, and conveniently as a result. This digital revolution has changed how we engage with brands and products. Furthermore, in order to be relevant in the face of the opportunities and difficulties presented by this technology age, businesses need to constantly modify and adjust their marketing plans.

The digital revolution is a transformation in the way people communicate and behave, utilizing fast and convenient media (Shabrina, 2019). According to Untari & Fajariana (2018 in Istiani & Islamy, 2020), the use of data or electronic applications for planning and implementing concepts, distribution, promotion, and pricing to achieve the goals of individuals and organizations in exchange is known as digital marketing. Digital marketing is a business activity that promotes or markets brands or products using digital media or the internet to drive demand and creation (Zul Fadli, S.E. et al., 2023). Therefore, many SMEs today utilize social media as part of their marketing strategies and brand promotions (Utama, 2019). Consequently, business actors are required to identify opportunities and exercise creativity in effective digital marketing. Special expertise is not required for such digital marketing, including for SMEs or micro, small, and medium enterprises (Purwaamijaya et al., 2022).

Social media is an online-based platform where users can easily participate and share (Istiani & Islamy, 2020). Generally, the function of social media is to share news with many other social media users, whether in the form of messages (information), images (photos), or even video links. When promoting on social media, there are no limits as almost everyone uses social media nowadays. The current digital revolution has shifted marketing methods towards digital marketing. Each social media platform has its own advantages and disadvantages in disseminating content, including promotional messages. Ineffective promotional activities may occur due to inappropriate use of social media. When choosing which social media to use, the content of the promotion is crucial (Tresnawati & Prasetyo, 2018). For example, on Instagram, a social media platform known for its focus on visuals, the most suitable promotional content would be messages conveyed through photos or images.

Small and Medium Enterprises (UMKM) in Indonesia have significant opportunities to leverage this internet marketing opportunity to enhance visibility and grow their businesses. However, many UMKM face difficulties in effectively utilizing the internet for their product marketing needs, perhaps due to various reasons such as lack of knowledge about digital technology or limited access to the internet. According to Diniati et al., (2023), it is important to emphasize that social media is not just about following current trends but also about the readiness of human resources. Even though the technology is advanced, if human resources cannot keep up with developments, the utilization of digital media will not be optimal. As concluded in a study by (Veranita et al., 2022), challenges and obstacles perceived by some UMKM are due to internal factors related to poor human resources in managing social media marketing and external factors related to uneven internet access

infrastructure. A holistic and sustainable approach is needed to address these issues. Through a better understanding of digital technology and effective online marketing strategies, UMKM can harness the internet as a powerful tool to increase sales and expand their customer base. Therefore, UMKM need to be trained and assisted in understanding the potential and benefits of digital marketing.

Currently, a number of digital marketing models are frequently employed for advertising. The AISAS model is one of the models that is frequently utilized. The AIDMA marketing paradigm (Attention, Interest, Desire, Memory, and Action) has been superseded by AISAS (Attention, Interest, Search, Action, and Share), according to (Sugiyama, K., & Andree, 2011) in their book "The Dentsu Way," because internet users can now readily access and share information. (Primata Millenia & Kusuma Dewi, 2021) claim that AISAS is an improvement on the AIDMA approach, and that this shift is the result of modifications in how people communicate as a result of new technology like the internet.

Through the use of networks, digital technology, and innovative marketing strategies, the AISAS model has been developed and improved. The AISAS approach focuses attention (Attention) on the preliminary phase. As a result, when customers engage in information-seeking activities, it piques their interest (Interest) in the information and motivates them to take additional action, notably searching (Search). Action (Action) then refers to what users perform as a consequence of pertinent searches made with the supplied data. Lastly, there's (Share), when individuals share information with others in order to increase participation and spread the idea (Kadiasti & Mukaromah, 2022).

The AISAS model has a close relationship with the internet world, as it has evolved in response to changes in consumer behavior in the internet era. The main reason for using the AISAS model in this research is because the theory is relevant to the phenomenon under investigation. Regarding the AISAS model in digital marketing strategy, researchers attempted to conduct research on one of the SMEs in the city of Tasikmalaya, namely Our Bento. Our Bento is an innovative culinary business that combines traditional flavors with modern concepts. Our Bento not only serves chicken katsu but also provides a unique and captivating culinary experience for customers by combining various accompaniments. For example, chicken katsu sambal geprek combines two concepts: traditional and modern. The success of Our Bento lies in its ability to cater to various tastes, especially students, with affordable prices, easy access, and availability on online marketplaces.

In support of analyzing product marketing strategies via social media, several studies have been undertaken to introduce novelty. According to the findings of a study by Meifilina (2022) titled " Penerapan AISAS Model Dalam Komunikasi Pemasaran Desa Digital Pada Desa Wisata Serang Kabupaten Blitar" reveals significant impacts of implementing the AISAS Model,

particularly in the search, action, and share phases. Tourists actively engage through social media platforms such as Facebook and Instagram.

According to the findings of a study by Aisyah & Alfikri (2023) titled "Analisis Model Komunikasi (*Attention, Interest, Search, Action, dan Share*) pada *Beauty Platform* (Studi Kasus: *Brand Somethinc Di Female Daily*)" the AISAS model concept can meet the audience's information needs. In order to use this concept, for example, on the digital portal Female Daily, textual and graphic content are needed.

According to the findings of a study by Saadah et al., (2023) titled "Analisis Pemasaran Digital Menggunakan Model AISAS Pada Produk Semakin Peka" the research discusses the sales of Semakin Peka products, which experienced fluctuations during digital marketing sales analyzed using the AISAS model. The results of this study indicate that the AISAS model occurs when attention generates interest, customers begin searching, then take action, and subsequently proceed to sharing.

Based on the findings of the above research, the researchers concluded that the AISAS model plays a crucial role as one of the widely used models for promotional needs through social media. The increased developmental outcomes are closely linked to the productivity and creativity of business actors. Based on this explanation, the researchers are interested in conducting further research on Our Bento's marketing strategies. Utilizing the AISAS model for Our Bento's marketing strategy could be highly engaging, especially if there are unique or innovative elements highlighted at each stage. This research aims to identify the successes and challenges faced by Our Bento in achieving their marketing objectives. Additionally, the study will explore potential improvements or adjustments to strategies that may be necessary to enhance effectiveness. The decision to use it as the foundational model is because AISAS is a marketing channel that evolves alongside technological advancements. Considering the current circumstances, such as changes in societal and business behaviors in using online media, the researchers have decided to conduct a study titled "Analysis of the AISAS Model in the Digital Marketing Strategy of Our Bento in Tasikmalaya City".

2. Theoretical Background

Definition and criteria for MSMEs (Micro, Small and Medium Enterprises)

SMEs are frequently the backbone of the economy in developing nations, employing a sizable fraction of the labor force, particularly in underserved communities by the formal sector. SMEs improve societal welfare by providing training and employment possibilities to a large number of people, therefore lowering unemployment rates. SMEs can also contribute to the development of an equitable and sustainable economic environment for the community as a whole by enabling entrepreneurship and giving individuals or

groups with less money the chance to participate in economic activity.

SMEs are generally defined as companies founded by individuals or groups of individuals with a net worth of up to Rp 200,000,000.00 (excluding land and buildings). Micro, Small, and Medium Enterprises (SMEs) are defined in Indonesia under Chapter I, Article 1 of Law No. 20 of 2008, which concerns MSMEs. Accordingly, MSMEs are defined as:

- 1) Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law.
- 2) Small Enterprises are productive economic businesses operating independently, conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are directly or indirectly part of Medium Enterprises or Large Enterprises that meet the criteria for Small Enterprises as stipulated in this Law.
- 3) Medium Enterprises are productive economic businesses operating independently, conducted by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or are directly or indirectly associated with Small Enterprises or Large Enterprises with either a net worth or annual sales volume

Because of their high rate of employment absorption, Micro, Small, and Medium-Sized Enterprises (MSMEs) are playing an increasingly vital role, particularly in emerging nations. MSMEs, which are essentially individual companies or individual business entities that satisfy MSME requirements, are vital to the growth and development of a nation's economy. Thus, in order for MSMEs to flourish and contribute as much as possible to economic growth and societal well-being in developing nations, governments, financial institutions, and non-governmental organizations must offer them the proper support in the form of infrastructure, training, and access to capital.

Three key considerations for small firms, such as MSMEs, are producing high-quality products, strategically promoting them, and guaranteeing customer happiness. Customers will want to come back for quality stuff. We can increase our consumer base without breaking the bank if we practice sensible marketing strategies, like leveraging social media. Making clients feel important and delighted is also essential since it will keep them buying the things that are given.

Digital Marketing Strategy

Marketing is not considered an independent activity that improves the quality of life as it is an integral part of business (Fauzi & Quintania, 2021). In business, marketing is also a crucial part of aspects such as sourcing raw materials, production, quality control of products, up to marketing or even financial bookkeeping (Herlina et al., 2018). With increasingly fierce competition in today's business world, companies must adapt to customer behavior by offering products with affordable prices and a good brand

reputation to attract customers to purchase the offered goods (Mahesa, 2019).

Businesses can thrive thanks to the rapid advancement of technology. One of them is by using digital marketing methods. Digital marketing is one effort to build a brand to become well-known on media that is accessible to consumers (Hendarsyah, 2020). In digital marketing, demand and creation will be encouraged by using the internet. Basically, the concept of digital marketing is to utilize broad areas such as television, radio, and of course the internet to showcase products sold by a company. Digital marketing has the ability to reach people wherever and whenever. Because promoting products through digital media is far superior to using conventional media which is limited by time, location, and user reach.

In the realm of digital marketing, knowing how different aspects relate to one another may be quite helpful in developing an effective plan. Knowing the preferences of the audience can help generate targeted content, as demonstrated by the fact that interesting and relevant information can draw in more visitors. Furthermore, it's critical to choose the appropriate social media channels by matching them with the intended customer base. Our posting schedule and frequency are also important factors. It is possible to modify the kinds of content, platforms, and posting schedules that are utilized in digital marketing tactics in order to increase their effectiveness, draw in more attention, and eventually provide better outcomes.

The research conducted by (Fadhilah & Pratiwi, 2021) concluded that digital marketing has a significant impact on product marketing as it can increase sales volume and enhance profits for small and medium-sized businesses (SMEs). Therefore, business players are required to identify opportunities and employ creativity in effective marketing in the digital era.

Marketing Using Social Media

Social media is one type of media that focuses on users' lives and assists others in activities and collaboration with one another. Therefore, social media can be considered an online medium that helps people connect with each other. According to (Moriansyah, 2015), Marketers see this as a great opportunity to use it as a marketing communication tool. Consistent with the opinions of Ardiansyah and Maharani (2021) that social media is typically used to build an individual's profile and image, and it can also be utilized by businesses as a marketing tool. Moreover, social media is a two-way communication tool that enables users to interact with each other.

One of the many uses of social media for businesses is as a tool for business communication. It can help with marketing products and services, building relationships with clients and suppliers, introducing brands, cutting expenses, and fulfilling online sales demands (Nel & Julita, 2016 & Ashley & Tuten, 2015 in Veranita et al., 2022). MSMEs may engage directly with their audience on social media, learn about the requirements and preferences of their

customers, and create brand communities. Social media sites like Instagram, Facebook, Twitter, MySpace, Youtube, Instagram, WhatsApp, TikTok, and others are a few instances of those that are expanding right now.

According to Appel et al., (2020), there are two main features of the current social media environment. The primary feature is the platforms that supply the technology and the underlying business models that govern the industry and ecosystem, whether they are large or small, established or newly started. The usage cases, or how various types of individuals and organizations use this technology and for what purposes, are secondary.

Selecting the appropriate platform, crafting compelling content, and engaging with followers are crucial aspects to consider when utilizing social media for product marketing. Not all social media platforms are suitable for every business, so it's vital to choose platforms where the target audience spends significant time. The content produced should be appealing and relevant to the audience, fostering interest and interaction to build robust relationships.

MSMEs run the risk of going bankrupt if they don't change the way they approach product offers to further their businesses (Kilgour et al., 2015 in Veranita et al., 2022). In this case, social media acts as a channel for communicating with clients and helping them resolve problems on their own in addition to being a platform for advertising products or services. Social media in this sense refers to online platforms that let people share and participate in all kinds of activities. For MSMEs to engage with customers, social media is an essential communication tool (Rowley & Holliman, 2014 in Veranita et al., 2022).

Model AISAS

The AIDMA marketing paradigm (Attention, Interest, Desire, Memory, and Action) has been superseded by AISAS (Attention, Interest, Search, Action, and Share), according to (Sugiyama, K., & Andree, 2011) in their book "The Dentsu Way," because internet users can now readily access and share information. Through the use of networks, digital technology, and innovative marketing strategies, the AISAS model has been developed and improved. The goal of the AISAS approach is to draw attention to already-existing data. By sharing visually appealing content to social media, one might briefly draw an audience's attention to what is being given.

Customer interest (Interest) in information triggers further actions, especially searching (Search) when customers engage in information-seeking activities. Meanwhile, action (Action) is what customers do as a result of relevant searches they conduct using the provided information. Finally, there is (Share), where participants engage in sharing information with others to enhance engagement and promote the concept. This AISAS model can also be used as a step in evaluating the implementation of strategies carried out by companies.

According to Sugiyama & Andree (2011, in Pelawi et al., 2019) marketers are required to develop marketing communication plans that can attract consumer attention to sources where additional product information can be found in elements A and I of the AISAS model. As a result, the form or appearance of the resource collection must truly highlight items that can meet the needs of the target audience. To move on to the next element, namely consumers being more involved in elements S, A, and S in the AISAS model, the knowledge gathered by these consumers is very important.

Table 3 Flow between AIDMA-AIDA-AISAS models

Stage	AIDMA Model	AIDA Model	AISAS Model
Cognitive	Attention ↓	Attention ↓	Attention ↓
	Interest ↓	Interest ↓	Interest ↓
Affective	Desire ↓	Desire ↓	Search ↓
	Memory ↓	Action ↓	Action ↓
Behavior	Action		Share

Based on the table above, according to Pelawi et al., (2019), it is stated that, because customers prefer to seek information through the internet, the previous two types seem irrelevant in today's internet era, whether through online forums, search engines, or popular social media platforms. They will pose questions and await advice to answer them. The AISAS model is the best to depict consumer behavior in the contemporary internet era. At the beginning of the process, attention is limited to the early stages of the product life cycle. This occurs because customers share information about newly acquired products after being interested through searches and making initial purchases, both of which are successful. Starting from likes and dislikes to strengths and weaknesses. Then, this sharing part yields new search results, triggering the repurchase process, and so on in an endless cycle. With sharing, marketing

costs can be reduced, according to this model, because satisfied customers will inform each other about the product's quality.

3. Methodology

This research uses qualitative research methods. According to Kriyantono (2016), "the qualitative approach is research aimed at explaining phenomena in-depth through the collection of data in-depth, with more emphasis on the depth (quality) of data rather than the quantity of data." The use of qualitative research methods, namely its ability to thoroughly explore complex phenomena, is the reason why qualitative research methods are often chosen. Qualitative research enables researchers to understand the context and underlying processes of individuals' or groups' perspectives, experiences, and behaviors. Additionally, cultural norms, values, and social dynamics that can be measured quantitatively can be captured by researchers in this way. Qualitative research is highly flexible, allowing researchers to develop a deep and contextual understanding of the phenomena being studied.

The limitations of qualitative research must be considered. Firstly, the results of qualitative research are difficult to generalize widely because the research focuses on specific cases or contexts. Secondly, the researcher's subjectivity can influence data interpretation because their perspectives, values, and personal experiences can affect the outcomes. Thirdly, data collection processes such as interviews and observations often require time and cost, and they require specific skills to ensure that the collected data are accurate and reliable. Moreover, data analysis can also be influenced by the researcher's potential biases, especially if the researcher has preconceptions that may affect the interpretation process. Qualitative research remains important as it can provide contextual and in-depth insights into human experiences, which are difficult to obtain through other research approaches. Descriptive data analysis is used in this study. Descriptive data analysis is conducted in this research, meaning that the data will be analyzed and interpreted in the form of an explanation obtained (Kurniasih et al., 2021).

The data used in this study were obtained from literature research and Instagram content observation. In conducting digital marketing observations using the AISAS concept, Instagram content was used as follows: Attention by looking at striking content and visuals to attract attention, Interest by examining content relevant to the target market to maintain interest, Search by examining the use of hashtags and clear information to make content easier to find, Action by looking at direct commands to do something, such as clicking links, and finally Share by looking at customer satisfaction who has purchased products from Our Bento.

The AISAS model was created because it is more accurate at describing contemporary consumer behavior and makes it very simple to gather and share information about a product or brand online (Hutapea, 2022). Because word of mouth is based on the experiences of close and personal individuals, clients are

more likely to trust it positively when the sharing activity begins (Ong & Hartanto, 2022). According to the findings of informant interviews, it is simpler to communicate information in person than via digital media in order to prevent misinterpretations of the explanations given.

This descriptive study is expected to explain how the AISAS theory is applied to digital marketing strategies on social media. Positioning humans as research tools and prioritizing processes over results. Researchers and information sources must both agree on the research findings. The informants for this research are individuals actively involved in promoting electronic products, and the data sources to be used in this study utilize the Purposive Sampling method, which selects samples based on considerations and provisions that align with the research objectives (Nasution, 2021). The data sources used in this research are collected from two main sources, namely primary data and secondary data. Primary data is obtained through two methods: field notes and interviews with Our Bento business owners, as well as distributing questionnaires to respondents who meet certain criteria. The criteria for selecting respondents are as follows: (1) respondents have made purchases from Our Bento, and (2) reside in the city of Tasikmalaya, the focus area of the research.

The process of collecting primary data through interviews aims to gain direct insight from Our Bento business owners who are involved in making business decisions, while the questionnaire aims to gain an in-depth understanding of consumers' perceptions and experiences of Our Bento products and services. The questionnaire data was subjected to quantitative analysis. To assess indicators, a Likert scale is used with a value range of 1–5, with the following conditions: (1) Very Dissatisfied, (2) Not Satisfied, (3) Quite Satisfied, (4) Satisfied, and (5) Very Satisfied. The use of this scale allows researchers to conduct more in-depth data analysis. The results obtained are as in the table below.

Table 4 The percentage of Our Bento Customer Satisfaction Survey

Assessment Aspects	Percentage				
	1	2	3	4	5
Product purchases	9,1%	31,8%	36,4%	13,%	9,1%
Product Satisfaction			4,5%	31,8%	63,%
Purchase Experience			18,2%	31,8%	50%
Recommend Products			18,2%	22,7%	59,1%

In addition, secondary data serves as a source of supplementary information. Secondary data is gathered from a variety of sources, such as books, articles, journals, library resources, and other pertinent sources. A literature review is written when the following processes are completed: selecting a topic, searching for relevant sources, selecting them based on quality and relevance, analyzing and synthesizing the results, and finding any gaps in the literature. These resources offer a more comprehensive and in-depth background on the topic being studied.

4. Empirical Findings/Result

In the competitive business landscape, capturing and retaining customer attention is paramount. With a plethora of products and services available, customers have the liberty to choose and compare based on their preferences. Digital marketing isn't solely about technology; it's about understanding people and leveraging technology to connect with customers, ultimately driving sales and growth (Ryan, 2016).

In implementing digital marketing strategies, the AISAS model is utilized, Our Bento takes actions that can be monitored by the public through social media. Our Bento uses Instagram as a social media platform and utilizes marketplaces such as GoFood, GrabFood, and ShopeeFood as platforms to provide food delivery services, making it convenient for consumers to order food from various restaurants or eateries without having to leave their homes or offices. During the direct interview with the informant named Mrs. Iis (57 years old), the owner of Our Bento, It is explained that Our Bento is an SME in the culinary field that has been operating since 2021 until now. Our Bento offers food with an elegant, homely taste, reminiscent of a mother's packed meal, all at affordable prices. That's the concept behind Our Bento. Because the informant admitted that the initial formation of Our Bento was inspired by her habit of always packing meals for her children. The choice of the business name was taken from Japanese, the word for packed meal, which is "bento," hence Our Bento. Additionally, this business was formed simply to fill spare time.

Our Bento is active on Instagram with the username @our_bento2020. This account provides information about the available menus at Our Bento. While sales through marketplaces are limited to take-away orders, customers visiting the premises can enjoy comfortable facilities while waiting for their orders, allowing for both online and offline purchases. Overall, there has been success in terms of awareness and revenue through marketplaces.

Nanies Cake is selected as the second informant, with Nani Surmani (33 years old) serving as the owner, as part of efforts to support the conducted research. Nanies Cake is an SME in the culinary field that has been in existence since 2015 until now. The establishment of this business began accidentally and was later developed. Starting from word of mouth, it gradually expanded to utilize social media as its primary marketing platform. Nanies Cake is active on social media platforms such as Instagram, Facebook, TikTok, WhatsApp, as well as marketplaces like GoFood and ShopeeFood.

To implement the AISAS digital learning strategy, a brand must have the ability to attract customer attention by selling its products or services. Action will arise after potential customers show interest in the brand and request it (Ong & Hartanto, 2022) .In the study, researchers interviewed the owners of

Our Bento and Nanies Cake. Subsequently, statements regarding the Analysis of the AISAS Model in the Digital Marketing Strategy of Our Bento in Tasikmalaya City were made through offline interviews.

Attention

In the first stage, Attention, Our Bento attracts the attention of potential customers through visually informative content posted in the form of video reels and infographics about the menu available at Our Bento on the Instagram account @our_bento2020, which has 190 followers. Our Bento strives to increase brand awareness by capturing the attention of customers through engaging and informative content on the right platform. This is an important step in expanding their follower base and piquing the interest of potential customers to explore more delicious dishes from Our Bento and visit the menu available at Our Bento.

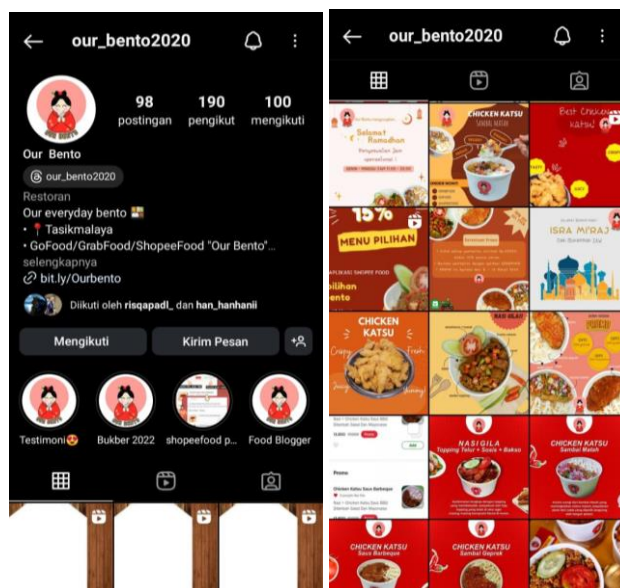


Figure 3. Our Bento Instagram account

Looking at visual content in Figure 3, Our Bento presents enticing content in the form of several photos showcasing their delicious menu items. In the Instagram account description, they clearly list the marketplaces where they operate and provide the physical location for direct orders. Additionally, Our Bento offers comprehensive information about their menu and prices, accompanied by testimonials from satisfied customers and reviews from prominent food bloggers. Our Bento also actively shares information about available promotions and discounts on the marketplace through highlights on the Instagram account @our_bento2020. For further inquiries or placing orders, customers can easily contact the owner via the direct message or DM feature available. With this strategy, Our Bento not only entices customers with attractive photos but also offers easy access for them to discover, order, and enjoy their delicious dishes conveniently.

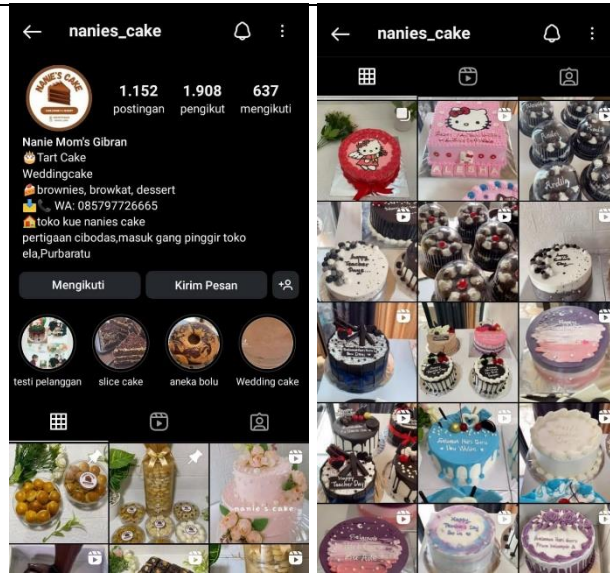


Figure 4. Instagram account Nanies Cake

Then, on the Instagram account @nanies_cake, the visual content displayed is more captivating than Our Bento's and has a following of 1909 followers. In the Instagram account description @nanies_cake, the offered products, location, and contact number for ordering are provided. Various cake visuals and customer testimonials are uploaded as highlights. Besides being active on Instagram, Nanies Cake is also active on TikTok @naniescake, featuring engaging content with 637 followers.

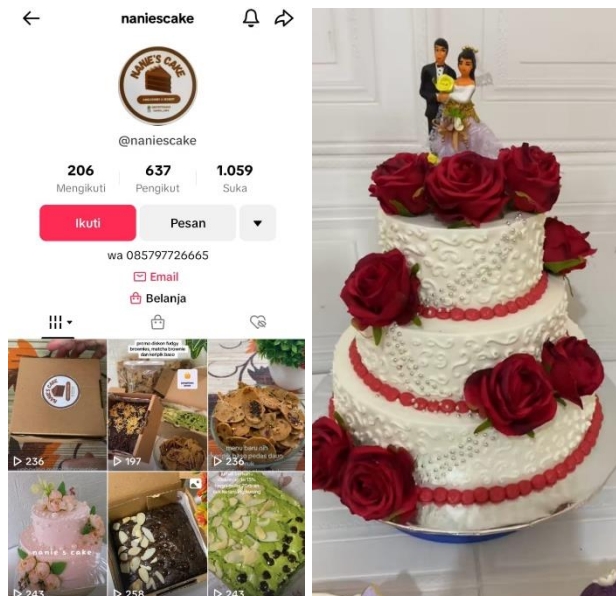


Figure 5. Tiktok account @naniescake

When looking at both product contents, they are not significantly different, featuring food content, business-related information, or promotions related to their businesses. Our Bento, besides offering unique flavors, is also more

affordable. Although the products are similar to those of other competitors, the owner has a different approach to promoting the products. On the other hand, Nanies Cake offers visually appealing cakes tailored to customer preferences with prices adjusted based on the complexity of the baking process. Both owners inevitably face challenges in gaining consumer attention, such as a lack of knowledge on how to effectively promote digitally due to relying on personal experience. Consumers will be more inclined to seek information when they are interested in a product. The results of this study support the research Javed et al., (2022) The attention stage in the AISAS communication model is crucial as it serves as the initial stage of the communication process.

Interest

In this stage, which is the subsequent stage of the Attention phase, consumers who were previously in the Attention stage develop an Interest or attraction towards the product. This behavior aligns with the concept of the AISAS model, which states that consumers can receive information, generate interest, and feel compelled to seek more information. In this regard, the owner must be able to capture the audience's attention so that they become more interested in the products they offer. Our Bento provides a lot of visual content and videos on social media platforms such as Instagram. Furthermore, active interaction with followers, including responding to comments or direct messages, can also strengthen engagement with potential customers.

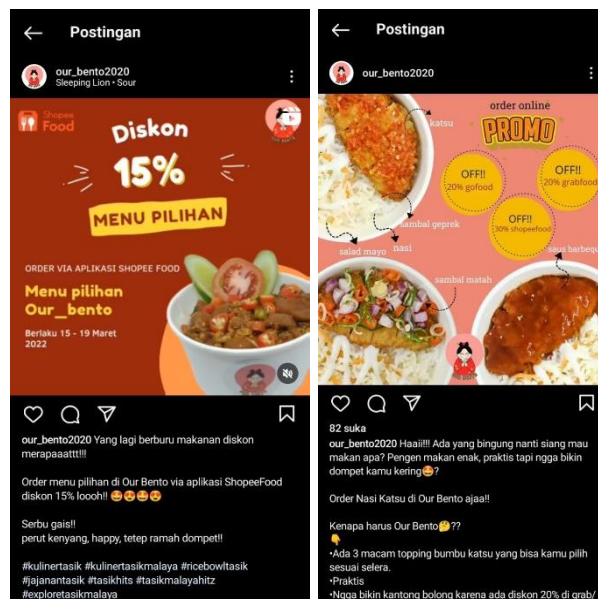


Figure 6. Our Bento Promo Poster on Instagram

Based on the interview results with the informant, to attract the audience's attention on Instagram, content displaying information about discounts on the marketplace is created. Furthermore, the informant stated that the target audience ranges from young people to adults who are active on Instagram. By knowing the right target audience, the @our_bento2020 account can design content that matches their interests and preferences, namely content that follows the latest trends. According to the informant, Our Bento displays

products of guaranteed quality to enhance the strength of the content to be always remembered by consumers.

On the Instagram account, visual content is uploaded regularly twice a week. However, there has been a decline in the quality of visual content on the Instagram account due to a change in ownership, which was previously managed by a third party, namely the child of the owner of Our Bento, to the first party, namely the owner of Our Bento himself. This is due to a lack of knowledge and experience in managing the Instagram social media platform. Then, the strategy employed for this stage always involves providing attractive promotions.

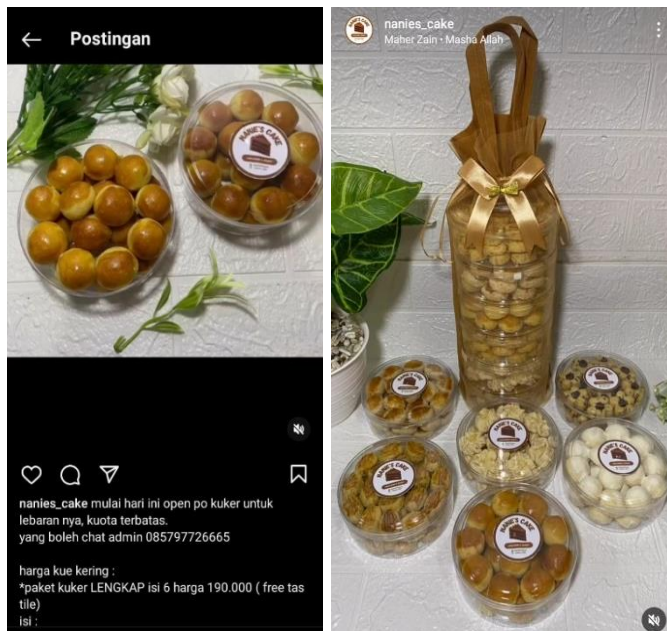


Figure 7. The Bundling Promo Posts on Instagram by Nanies Cake

Nanies Cake employs a successful strategy to attract customers by offering attractive discounts on major religious holidays such as Eid al-Fitr. Through bundling packages, customers can purchase items at a lower price than individual purchases. Not only does this strategy make Nanies Cake products more desirable to consumers looking for special food to celebrate significant occasions, but it also provides them with the opportunity to try various Nanies Cake products at a lower cost. Therefore, Nanies Cake successfully capitalizes on important moments in the religious calendar to gain customers and increase revenue.

Search

The internet makes search and discovery possible. Consumer attention and interest in a product can make them highly interested in it, prompting them to

search for related information online (Brilliantia et al., 2022). Our Bento's strategy enables customers to easily find their Instagram account and other social media platforms. Their focus is to ensure that information about their products is easily accessible on the internet, especially through the most popular digital method, Google search. Our Bento ensures that their website is optimized for search engines and contains relevant product information. Thus, Our Bento ensures that potential customers can easily find their products through online searches. This approach allows Our Bento to increase brand awareness and strengthen their position in the culinary market by encouraging more customers to discover and connect with Our Bento through digital marketing.

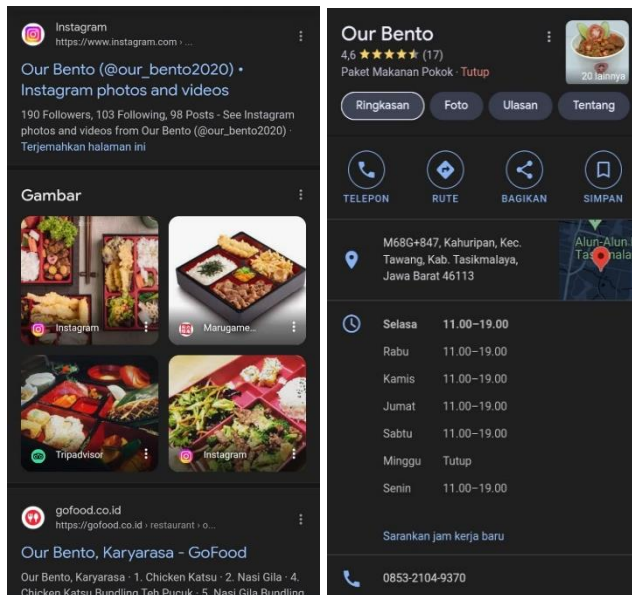


Figure 8. Searching for Our Bento Tasikmalaya on Google

Based on the interview conducted with the owner of Our Bento, they have devised several strategies to increase public awareness of their business. Firstly, they plan to create banners with information about the goods they sell. This will help attract the attention of the local audience and increase awareness of their presence in the area. Additionally, they have ensured that all their product information is listed on Google My Business, allowing potential customers to easily find their products through internet searches.

Furthermore, even though they haven't used WhatsApp Business for online orders yet, potential customers can get in touch with them directly by calling the number provided in the Google description. They understand, though, how critical it is to use WhatsApp Business in order to improve future online order fulfillment's professionalism and efficiency. Additionally, Our Bento recognizes that certain consumers would rather place their food orders on e-commerce sites like GoFood, GrabFood, and ShopeeFood, mostly because of the promotional discounts these sites provide. They will therefore keep making themselves more visible on these platforms and aggressively look for chances to take part in marketing campaigns in order to draw in new clients.

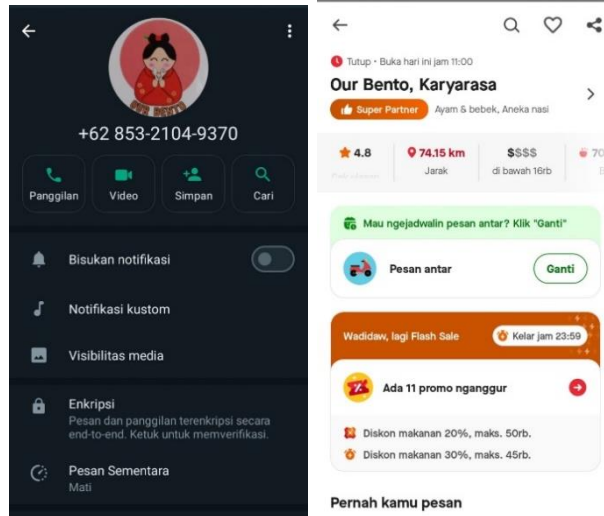


Figure 9. Online Ordering Media of Our Bento

In the meantime, Nannies Cake increases the scope of its marketing efforts by becoming available on the ShopeeFood marketplace. They are giving customers more alternatives to browse and purchase their items online by joining ShopeeFood. This platform not only makes Nannies Cake more accessible, but it also gives customers more confidence because ShopeeFood has shown to be a dependable online retailer. By simplifying and enhancing the online shopping experience, Nannies Cake can broaden its clientele and boost income through virtual commerce.

Nannies Cake not only focuses on digital marketing strategies, but they also utilize efficient methods to serve customers online. To receive and process orders via the internet, they use WhatsApp Business as their main tool. Customers can easily view and select the products they want by updating operational hours and providing a complete product catalog with photos and prices. WhatsApp Business also allows direct communication with customers, facilitating the handling of inquiries or special requests quickly and efficiently. With this strategy, Nannies Cake can continue to expand its customer base and increase revenue through online sales by making the purchasing process easier and more enjoyable.

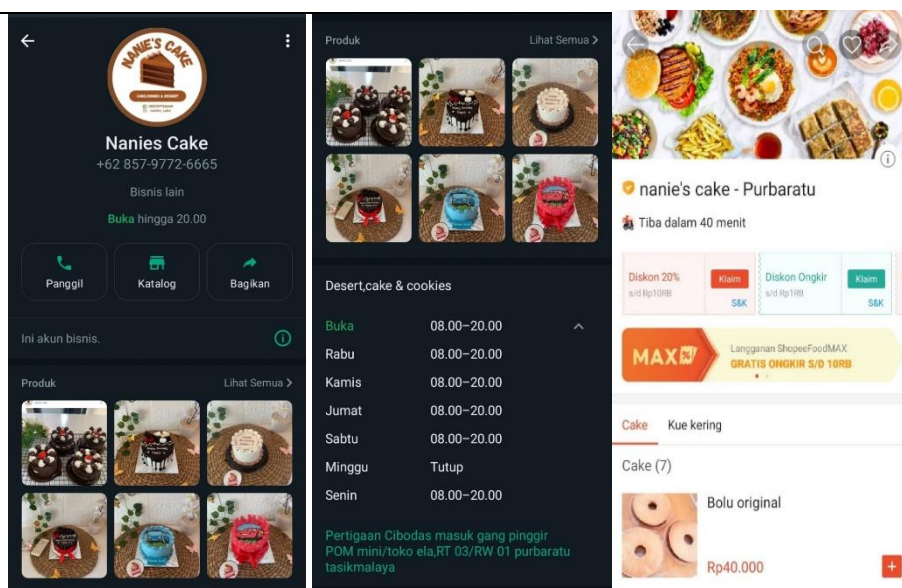


Figure 10. Online Ordering Media of Nanies Cake

From among the many competitors today, @our_bento2020 must make more efforts to become a sought-after store by consumers. Thus, the researcher understands how @our_bento can become a culinary business known to the public.

Action

When consumers pay attention to promotions, they have the opportunity to make a purchase. Advertising focused on social media is only to attract customers' attention (Ruswandi et al., 2021). In the Action stage, the content posted by Our Bento on its platform will encourage consumers to purchase the products offered by Our Bento. Consumer behavior at this stage may include buying a product. At this stage, consumers have already placed orders through available marketplaces or contacted the admin via Whatsapp. The service provided by Our Bento includes assisting consumers in answering questions about the product responsively, confirming the order of Our Bento products to ensure that consumers have ordered the product correctly and providing detailed order information, then recording product orders from consumers. At this stage, consumers should experience service and product quality.

The researchers conducted a survey on customer satisfaction with Our Bento's products and services. A total of 22 respondents filled out the provided questionnaire. The questionnaire was created using Google Form with a linear scale from 1 to 5 as the rating for customer satisfaction levels. With ratings explained as 1 (very dissatisfied), 2 (dissatisfied), 3 (neutral), 4 (satisfied), and 5 (very satisfied). The results showed that 36.4% or approximately 8 respondents often order products from Our Bento. For product orders, the majority were made through marketplaces, accounting for 54.5% or approximately 12 respondents, while 45.5% or about 10 respondents came directly to the location. The researchers also conducted interviews with the owner of Our Bento, exploring ways to prevent customers from turning to other

products by consistently offering promotions or discounts and providing quality and comfort in the products. Our Bento responded promptly and kept records of customers who made purchases.

The results of the interview with the owner of Nanies Cake revealed that most of the loyal customers usually contact them through the admin's Whatsapp contact, while new customers use available marketplaces to place orders. To avoid losses, new customers ordering through Whatsapp are required to pay a down payment first. The way customers respond to a product has proven that the information is conveyed well. When complaints are received, clarifications and facts will be provided in line with both owners to ensure the quality of the products. And at this Action stage is what will determine the final stage of the AISAS model, whether customers will share or not.

Share

AISAS is a process whereby attention attracts consumers to perform, share, and search for something. The Attention and Interest parts of the AISAS model indicate the psychological changes generated by marketers. Consumers actively participate in searching, action, and sharing because of their interest in the presented products.

The concept of the AISAS Model concludes with the Share stage. Share is the action where consumers provide information in the form of ratings or comments after they make a purchase and are satisfied with the quality of the product and service (Brilliantia et al., 2022). Then, both owners publish their customers' positive experiences with the products through their Instagram accounts in the highlight feature. This is aimed at attracting new consumers to use the products they offer.

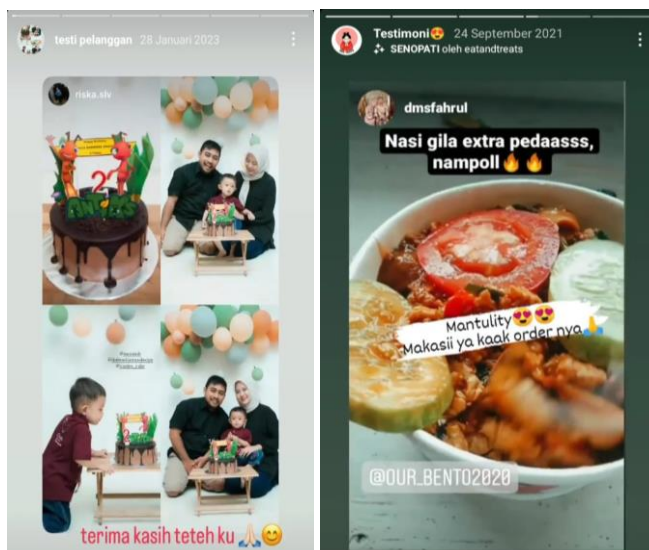


Figure 11. Display of Customer Testimonial Highlights for Our Bento and Nanies Cake

Customer reviews are not only visible on Instagram but are also commonly found through Google, especially Google Reviews. Google Reviews is a feature that allows consumers to leave reviews, ratings, and photos about their experiences with a particular business or product listed on Google My Business. Therefore, customer reviews on Google are a highly valuable marketing tool and can have a significant impact on business growth.

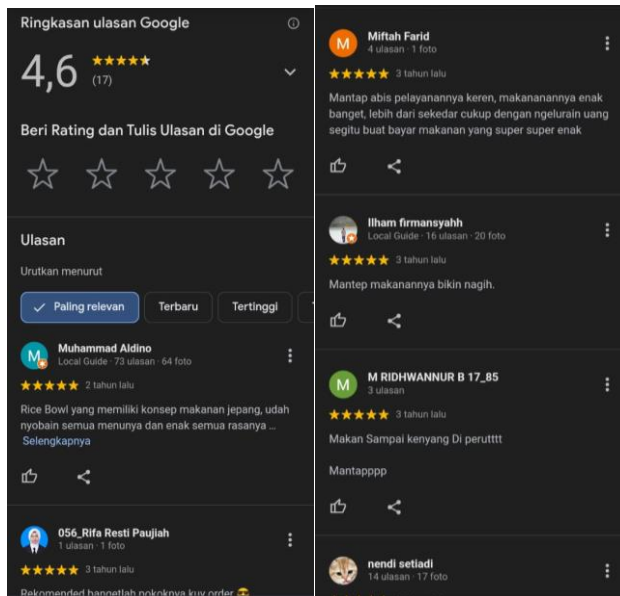


Figure 12. Customer Review Our Bento on Google Reviews

The results regarding customer satisfaction with Our Bento products show that 63.6% or about 14 respondents feel very satisfied, 31.8% or about 7 respondents feel satisfied, and 18.2% or about 4 respondents feel somewhat satisfied. Then, regarding the menu, out of 7 available menus, the most frequently ordered menu is chicken katsu with barbecue sauce, with 54.5% or about 12 respondents. Our Bento has experienced improvement evident from each shared content. Proven by the distributed questionnaire showing that 59.1% or about 13 respondents would recommend the product to others. And 50% or about 11 respondents would repurchase Our Bento products.

The results of the interview with the owner of Nanies Cake indicate that word-of-mouth experiences are more commonly used because the word-of-mouth process, based on someone's positive experience with a product or service, helps enhance a brand's image and product sales. It's crucial as an evaluation of the quality of the products offered. By sharing information about the products consumers have purchased, it also allows for the expansion of the market share. Therefore, if the reviews are good, it will encourage other potential consumers to purchase the products offered.

5. Discussion

In terms of digital marketing strategy, this research is highly significant. The results indicate that expanding the analysis using a more holistic approach beyond the AISAS model, such as AIDA or RACE, is crucial for gaining a better understanding of consumer behavior. Furthermore, understanding digital learning strategies is essential for creating effective advertisements and maximizing their impact. Based on these findings, marketing practitioners can recognize the importance of adjusting their strategies to align with changing consumer behavior and digital technologies. Business owners can optimize the use of social media platforms to interact with consumers, gather valuable data, and enhance brand awareness.

According to findings of a study by Meifilina (2022) titled “Penerapan AISAS Model Dalam Komunikasi Pemasaran Desa Digital Pada Desa Wisata Serang Kabupaten Blitar”. reveals significant impacts of implementing the AISAS Model, particularly in the search, action, and share phases. Tourists actively engage through social media platforms such as Facebook and Instagram. This research highlights factors such as natural beauty, historical value, and cultural activities as the main attractions influencing visitors' decisions. In this context, culinary experiences are often directly associated with tourism attractions, and culinary SMEs are seen as complements that enhance the tourism experience. The aim of this research is to fill a gap by examining culinary SMEs operating independently from the tourism industry and assessing how they contribute to the local economy. Culinary diversity and food innovation are promoted to the local community without relying solely on tourists as the main market. Thus, this research is expected to provide new insights into the dynamics of culinary SMEs beyond the tourism context.

According to the findings of a study by Aisyah & Alfikri (2023) titled "Analisis Model Komunikasi (*Attention, Interest, Search, Action, dan Share*) pada *Beauty Platform* (Studi Kasus: *Brand Somethinc Di Female Daily*)" the AISAS model concept can meet the audience's information needs. In order to use this concept, for example, on the digital portal Female Daily, textual and graphic content are needed. This research focuses on how digital technology and social media are changing the way consumers discover, evaluate, and purchase beauty products. By using influencers, online reviews, and digital marketing strategies, information is facilitated to the audience. In contrast to this focus, the research to be conducted on culinary SMEs is not directly related to beauty platforms but aims to apply some principles and findings from research on beauty platforms to the context of culinary SMEs. This study aims to understand how culinary SMEs can leverage digital platforms and online marketing strategies to become more prominent, attract customers, and build a loyal customer base.

According to the findings of a study by Saadah et al., (2023) titled "Analisis Pemasaran Digital Menggunakan Model AISAS Pada Produk Semakin Peka"

the research discusses the sales of Semakin Peka products, which experienced fluctuations during digital marketing sales analyzed using the AISAS model. The results of this study indicate that the AISAS model occurs when attention generates interest, customers begin searching, then take action, and subsequently proceed to sharing. The research to be conducted on culinary SMEs aims to expand the scope and findings of the Travelxism project into a different context, namely the culinary industry, with a specific focus on SMEs. This study will investigate how culinary SMEs can leverage the lessons from Travelxism to enhance their visibility, improve customer experience, and contribute to the local economy. This is notwithstanding the fact that Travelxism has demonstrated some ways to boost tourism and enhance travelers' experiences.

Although the AISAS model has been a useful tool for analyzing digital marketing strategies, this research has limitations that need to be noted. One of its main limitations is that it is a very simple model, which may not be able to understand the complexity of interactions between consumers and marketing messages in an ever-changing digital environment. Additionally, the digital consumer purchasing process is often more dynamic and unstructured than the AISAS model which tends to be linear and sequential. Additionally, these models may not be able to account for external variables that influence consumer behavior online, such as social media influences, user reviews, and the latest technology trends. One of the limitations of the AISAS model is its focus on the steps in the purchasing process and less attention to elements such as post-purchase marketing strategies or customer retention. In addition, recommendations can also be given to businesses to increase their social media presence by consistently creating interesting and relevant content. Policymakers may also consider providing incentives or guidance to businesses to implement successful digital marketing strategies. Overall, this research has practical benefits for marketing practitioners, policy makers, and businesses as they create successful digital marketing strategies in today's digital era.

Research on the AISAS model in the digital marketing strategies of Our Bento and Nanies Cake reveals that success in each stage of the Attention, Interest, Search, Action, and Share model depends on the selection and implementation of the right strategies. Our Bento performs well by creating engaging social media content, while Nanies Cake excels in providing compelling visual content and broader marketing across multiple social media platforms. These findings emphasize the importance of human resource readiness in managing digital marketing through social media to enhance promotion. It also indicates that success depends not only on the tools used but also on how well the strategies are tailored to the needs and behaviors of the target market.

This study not only addresses research questions but also offers practical guidance for other SMEs to design more effective digital marketing strategies. It provides useful theoretical groundwork for the literature on digital

marketing, particularly on how consumer behavior models such as AISAS are applied in the digital era. Lastly, this research fills a gap by emphasizing how specific strategies can enhance the effectiveness of certain stages in the AISAS model for SMEs. It also lays the groundwork for further research on optimizing digital marketing strategies in various business environments.

5. Conclusions

The research concludes that the use of Instagram can help attract customers with engaging content. Google serves as the initial data source to assist customers in finding both companies' Instagram accounts. Customer behavior has been effectively influenced by promotional approaches involving direct promotions and public conversations. However, an evaluation revealed inconsistency in content uploads and a decline in visual quality on Our Bento's Instagram account. To address this in the competitive culinary market, it is recommended for the owners of Our Bento to establish a consistent content upload schedule and enhance visual quality to attract more consumers. Through engaging content and consistent visual content on social media, they have the ability to create a strong brand image. Additionally, collaborations with local culinary events or influencers can help increase awareness. Building strong relationships with customers through active interaction with them through contests, giveaways, and quick responses to their questions or reviews will be very helpful. @our_bento2020 will become a sought-after and preferred culinary destination for customers due to its innovative and high-quality menu offerings and friendly service.

Furthermore, Our Bento and Nanies Cake can directly interact with their customers through their presence on social media platforms such as Instagram. By utilizing features like comments, direct messages, and online surveys, they can gather data about consumer preferences, needs, and expectations. Moreover, through analyzing the data obtained from these interactions, they can evaluate industry trends, identify changes in consumer behavior, and adjust their marketing strategies in a timely manner. Therefore, Our Bento and Nanies Cake can enhance their business performance by becoming more active on social media.

This research is far from perfect, it highlights the need for further development by expanding the scope of analysis using alternative methods besides the AISAS model. In addition to exploring other approaches such as AIDA or RACE, emphasis should also be placed on a deep understanding of digital marketing strategies. Understanding how consumer behavior and trends are changing in the current digital era can provide valuable insights to enhance advertising effectiveness. Therefore, future research should include a more in-depth analysis of how digital learning strategies influence consumer responses to advertisements, as well as how companies can optimize the use of these strategies to achieve their marketing goals.

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