

## ANALYZING AISAS MODEL APPLICATION IN INSTAGRAM MARKETING COMMUNICATION: A CASE STUDY OF A MICRO BUSINESS

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### Abstract

Social media has become an important marketing communication channel for micro businesses, particularly in the food and beverage (F&B) sector. However, many micro businesses face human resource constraints, making it necessary to optimize the use of digital platforms. This study aims to analyze the implementation of marketing communication strategies on Instagram by an F&B microbusiness in Bandung Regency, using the AISAS (Attention, Interest, Search, Action, Share) model. A qualitative approach with a single-case study design was employed. Data were collected through in-depth interviews with eight purposively selected informants, supported by observations and documentation. The findings show that the business effectively utilized Instagram despite limited human resources. One of the key strategies identified was collaboration with micro-influencers, which helped increase brand visibility and reach target audiences more efficiently. The business also helped consumers find information through accessible content and active engagement on social media. Furthermore, positive consumer responses and content sharing helped expand the brand's exposure and encourage a continuous AISAS cycle. This study suggests that effective marketing communication in micro businesses depends on the ability to deliver relevant content, engage consumers, and strategically collaborate with external parties such as micro-influencers to maximize marketing outcomes under resource constraints.

**Keywords:** *AISAS Model, Instagram, Marketing Communication, Micro Business*

### INTRODUCTION

The rapid development of digital technology and social media has transformed communication and marketing practices, particularly among micro businesses. Social media platforms are no longer used solely for interpersonal interaction. Still, they are increasingly becoming strategic communication channels that enable businesses to promote products, build brand identity, and expand their market reach beyond geographical boundaries. In business, social media serves as a tool for customer identification, communication, information exchange, presence, and relationship-building. The use of social media as a marketing communication channel today allows a wider reach with a more complete range of supporting features and offers a more efficient cost compared to traditional marketing communications (Febri Herawati et al., 2024). Social media marketing benefits both consumers and marketers, as it serves as a valuable communication tool for fostering closer and more intimate relationships with customers (Natali Setiawati & Sirait, 2024).

This social media platform serves as an effective tool for marketing and promoting products. According to We Are Social data, as of July 2021, Indonesia had 91.77 million Instagram users, with 36.4% in the 18-24 age group (Rohmah et al., 2023). Instagram is a social media platform that can be used for promotional purposes, offering many opportunities for businesses to reach new customers and grow. This makes Instagram a platform with significant business potential, as it offers a variety of features that make it easier to find information and support sustainable business growth. To maximize Instagram's potential, the content created should include persuasive elements to capture the audience's interest and encourage greater engagement.

The food and beverage (F&B) sector is one of the most relevant segments of micro businesses when it comes to leveraging Instagram as a marketing channel. This is due to the highly visual nature of culinary content, which makes Instagram an ideal platform for building brand presence and reaching potential customers (Sarkis et al., 2025). However, micro businesses still face various challenges in business development, particularly a lack of adequate human resources (Anatan & Nur, 2023). These limitations are reflected in the relatively small workforce and in employees' low capacity and competence. These conditions encourage micro business operators to use social media

as an effective, efficient marketing channel to expand their market reach without requiring significant resources. The success of social media utilization depends heavily on the effectiveness of the promotional strategies implemented. To overcome these obstacles, promotions must be carried out effectively. Promotions packaged more appealingly through social media, online platforms, and websites can be an effective strategy to increase consumer interest in offerings (Jasin & Firmansyah, 2023). In addition, promotion can be achieved by consistently sharing useful and relevant content to capture the attention of the target audience and encourage potential customers to purchase the products being offered (Afriliyani & Sugiarto, 2024). Micro business operators should leverage digital marketing, particularly through social media, to increase their visibility even with limited human resources. Collaborating with influencers is also one way to boost visibility in the digital age (Susilowati et al., 2024).

Many micro businesses have demonstrated more effective use of Instagram and achieved remarkable business results. One example is an SME in the food and beverage sector located in Bandung Regency, West Java, which is the subject of this study. Unlike other businesses, this one is noteworthy for consistently responding to market opportunities by launching food and beverage products that align with trends circulating on digital platforms, resulting in a variety of product innovations. In addition, the business has successfully built an Instagram account with over 17,000 followers and consistently attracts customers from outside its local area through its content. The content created can include product information that encourages the audience to make a purchase (Al-Mu'ani et al., 2023). The case examined in this study focuses on developing effective and sustainable digital marketing communication practices despite limited resources. This success appears to be driven by effective communication strategies, creative content, and a deep understanding of digital audience behavior. However, understanding how the audience responds to the marketing messages this business conveys remains limited. This case provides valuable insights into effective digital marketing communication practices. It can serve as a reference for similar businesses seeking to understand and improve audience response to digital marketing communications. This was necessary because effective content marketing is essential for the long-term sustainability of a business (Galdón-Salvador et al., 2024).

To understand this process, theoretical research is needed to explain consumer behavior in the digital environment. This study uses the AISAS model (Attention, Interest, Search, Action, Share) as its primary analytical framework. Developed by Dentsu Inc. in 2004, this model was specifically designed to represent consumer behavior in the interactive digital age (Sugiyama & Andree, 2011). This analytical framework can describe the stages of consumer response to marketing messages in the digital age. The AISAS Model allows researchers to analyze how audiences pay attention to a message, develop interest, seek further information, take action, and share their experiences with other users. Through this approach, audience interaction with the content presented can be understood as a series of interrelated processes, while also providing insight into the effectiveness of the implemented digital marketing communication strategies. Thus, the research question posed is: How does this business apply the Attention, Interest, Search, Action, and Share stages in their marketing communication strategies on Instagram?

Previous studies have examined AISAS in digital marketing and marketing communication on Instagram. However, there has been limited attention to how this model operates in micro businesses with limited resources in the food and beverage sector, particularly when viewed from the combined perspectives of employees, consumers, and influencers. Previous studies have shown that the AISAS model is relevant for analyzing digital marketing communication. The AISAS model has demonstrated its ability to explain changes in user behavior in a participatory, nonlinear digital environment, particularly in the implementation of visual content strategies, influencer marketing, brand storytelling, and user-generated content (Patrissia, 2025). The AISAS model provides a deeper understanding of marketing communication by examining internal brand aspects as well as audience or customer behavior and responses. The application of the AISAS model has proven effective in fostering two-way engagement with audiences and strengthening brand imagery in the digital age (Amalia & Patrissia, 2025).

However, research on applying the AISAS model to microbusinesses, particularly in the food and beverage sector, remains relatively limited. In fact, amid the human resource constraints that micro-business owners frequently face, digital media marketing can be a strategic solution for reaching consumers more effectively and efficiently. Research on the application of the AISAS model in this context is crucial for understanding how marketing communication strategies can be optimized through digital media. Thus, this study aims to examine the application of the AISAS model to digital marketing communication strategies for microbusinesses in the food and beverage sector. This study is expected to make an academic contribution to the development of digital marketing communication research in Indonesia and a practical contribution to SME operators by helping them design more effective marketing communication strategies.

## **LITERATURE REVIEW**

### **Marketing Communication in the Digital Era**

Marketing communication refers to the activities organizations or businesses undertake to inform, persuade, and remind consumers about products, services, or brands. In the digital context, marketing communication increasingly involves interactive communication practices through social media platforms. Digital media content and social influence mechanisms together shape consumer reactions in emerging markets (Sarkis et al., 2025). Instagram has become a key platform for marketing communication because visual content can influence consumer attention, engagement, and perception. Through photos, videos, Reels, captions, testimonials, and interactive features, businesses can communicate product value while building brand identity. Social media content marketing has a positive impact on brand trust and online repurchase intent, with influencers being the most dominant factor (Galdón-Salvador et al., 2024).

Social media marketing offers strategic value by enabling small businesses to compete despite limited financial and geographical resources. Micro businesses can leverage Instagram to build a brand community, develop marketing strategies, and strengthen consumer interactions, while content-based marketing on Instagram can boost brand awareness. This relevance is becoming increasingly important for companies facing human resource constraints, as greater digital visibility can help address operational capacity constraints and support more effective customer attraction. Therefore, communication strategies implemented through Instagram become crucial as digital interactions increasingly shape consumer decisions and business visibility.

### **Instagram as a Marketing Communication Tool**

With advances in technology, social media has become an integral part of modern life, enabling rapid communication and information exchange. Social networking services (also known as social networking sites, SNS, or social media) are online platforms people use to build social networks and connect with others (K, 2024). Instagram is one of the most widely used social media platforms for marketing communications. Its visual and interactive nature makes this platform effective for conveying marketing messages, building audience engagement, and strengthening brand image. As a result, Instagram has been widely adopted by micro businesses as a marketing communication tool. The use of this platform is becoming increasingly important, given that many micro businesses still face human resource constraints and therefore require a platform that supports marketing activities effectively and efficiently.

Instagram is one of the most widely used social media platforms for marketing communications. Its focus on visual content makes it highly relevant for businesses in the food and beverage sector. This phenomenon has driven a marketing trend that emphasizes the visual aesthetics of food products to make them more appealing to share on social media. In the competitive food media landscape, “Instagrammable” food has become a marketing trend, with millions of visually appealing food images posted on social media each year (Philp et al., 2022). Additionally, Instagram's features enable more intense interaction between brands and consumers, thereby supporting efforts to build audience engagement and increase brand awareness. This study specifically examined the use of Instagram as a marketing communication tool by a micro business operator in Bandung Regency.

### **The Concept of the AISAS Model**

The interaction between consumers and brands unfolds gradually through a series of interconnected stages. These stages illustrate how consumers become aware of, consider, and ultimately interact with a brand during the decision-making process. The customer journey is the path a customer takes from first becoming aware of a brand to eventually making a purchase and engaging in further interactions (Pamungkas, I. N. A., Ariyani, N., & Lestari, 2024). Understanding the customer journey is crucial because it helps identify the effectiveness of a business's marketing communication strategies. One model that can be used to analyze this customer journey is the AIDMA model, which consists of the stages Attention, Interest, Desire, Memory, and Action.

The AISAS model (Attention, Interest, Search, Action, and Share) and the AIDMA model (Attention, Interest, Desire, Memory, Action) are two distinct models. AISAS is an evolution of the AIDMA model proposed by advertising expert E. S. Lewis in 1898. As times have changed, the AIDMA concept has evolved due to the emergence of new media such as the internet. Dentsu Inc. reconstructed the consumer behavior model, incorporating interactions with new media, manifested in “search” and “share” as critical stages in brand marketing communication. The transition from the AIDMA model to the AISAS model is crucial for leveraging new media touchpoints to effectively communicate information to consumers (Zhang, 2019). Based on this statement, the AISAS model is more relevant to the current digital era.

The AISAS model was developed as a marketing communication approach that adapts to changes in consumer behavior resulting from advances in internet technology. Unlike conventional marketing models, AISAS accounts for consumers' active role in seeking out and sharing information through digital media. This model is useful for analyzing how audiences receive marketing messages delivered through digital platforms such as Instagram and how they respond to those messages at each stage of the decision-making process. The AISAS model consists of five stages: Attention, Interest, Search, Action, and Share (Sugiyama & Andree, 2011).

**Table 1. Operationalization of the AISAS Model**

Indicator	Conceptual Definition	Examples of Implementation
Attention	The ability of a message to capture the audience's attention at the very beginning. The audience's attention can be captured through engaging visual content (Annisa & Satrio Adiwibowo, 2025).	Engaging visual product presentations via Instagram Reels, Stories, and Feeds, using high-quality photos and videos that capture the audience's attention the moment they see the post.
Interest	The audience's attention grows into interest in the products being offered (Mahardika & Panindias, 2025). At this stage, the audience begins to pay closer attention to the information being presented and shows a desire to learn more about the product.	Creating Instagram content that highlights product information through Reels, Stories, and the Feed to increase audience interest in the products being offered.
Search	Audience behavior involving active information seeking through search engines or platform features to learn more about products, brands, or reviews (Panlevi et al., 2025).	Providing product information, ordering contact details, and links to other platforms on the Instagram profile to make it easier for the audience to find out more.
Action	This step involves the customer taking action, such as purchasing a product (Fatharani & Wirasari, 2025).	Encourage the audience to make purchases through promotions, calls to action, order links, and a streamlined digital transaction process.
Share	Consumers share their experiences, information, or opinions about products with others through digital media and face-to-face communication (Nabila & Dewi, 2025). This stage can organically expand the reach of marketing messages.	Encourage customers to leave reviews, share their experiences with the product, tag or mention the business's Instagram account, and share content or recommendations with other users on social media.

**METHOD**

**Research Design**

This study employs a single-case qualitative design, chosen because its primary objective is to gain an in-depth understanding of how a micro-enterprise in Bandung Regency's food and beverage sector applies the AISAS model to digital marketing communication on Instagram. This approach enables the researcher to examine how Instagram is utilized to engage an audience of over 17,000 followers and to analyze the communication strategies employed at each stage: Attention, Interest, Search, Action, and Share. Descriptive research aims to systematically, factually, and accurately describe the phenomenon under study, without testing hypotheses. The primary focus of descriptive research is to provide a thorough explanation of the traits, mechanisms, and trends of a social phenomenon. (Syahza, 2021); (Wada et al., 2024). The unit of analysis in this study is the digital marketing communication practices carried out through the Instagram account of a microbusiness in the food and beverage sector in Bandung Regency with more than 17,000 followers. A single-case study design was deemed appropriate as it allows for an in-depth examination of how the AISAS model is applied in marketing communication activities. Through this approach, the researcher can analyze the Attention, Interest, Search, Action, and Share stages as reflected in Instagram content and audience engagement.

### **Case Profile**

This study was conducted at a microbusiness in the food and beverage sector located in Bandung Regency, West Java. This business was selected because it is known for actively developing product innovations aligned with emerging social media trends, giving it a competitive edge. With 16 employees, this business is considered to have limited human resources. Nevertheless, the business has managed to build strong visibility in the digital space. This is reflected in its Instagram following of over 17,000, enabling it to reach a wider audience. This situation demonstrates that digital media can be effectively leveraged to support marketing activities even with limited resources. Therefore, this business was selected as the research subject to further examine the marketing communication strategies implemented via Instagram.

### **Sampling and Data Adequacy**

Informants were selected purposefully, guided by the criterion of the richness of information they possessed. A total of eight informants participated in this study: two employees responsible for the social media account, four consumers, and two influencers collaborating. The inclusion of two informants from the influencer community was based on the relatively few collaborations with other influencers. The informants were selected through purposive sampling because they frequently shared content related to the business and were willing to provide the information needed for the study. Informant codes were assigned by role to preserve anonymity: employee representatives (RH and DF), consumers (MA, DV, FL, and RR), and influencers (NB and TA). This sampling decision was further justified through triangulation, in which data from consumer informants were cross-validated with influencer data, employee perspectives, site visits, documentation, screenshots of Instagram content, and other supporting materials relevant to the study, thereby addressing the numerical imbalance between internal and external sources. The researchers continued data collection until saturation was reached, meaning no substantial new information emerged in subsequent interviews and observations.

### **Data Collection Procedures**

Data were collected using three methods: interviews, observations, and documentation. The first method was in-depth interviews, which served as the primary approach for exploring the informants' information, experiences, and subjective views (Abdussamad, 2021);(Anto et al., 2024). The interview guidelines were developed based on Sugiyama Kotaro and Andree Tim's AISAS Model, which refers to five core principles: Attention, Interest, Search, Action, and Share (Sugiyama & Andree, 2011). In-depth interviews were conducted in Indonesian to ensure the informants' comfort, with each session lasting 20-30 minutes. The interviews were conducted to produce rich, in-depth, and contextual data (Sugiyono & Lestari, 2021). All interviews were conducted with the participants' written consent, audio-recorded, and subsequently transcribed. Second, the researchers conducted non-participant observation through field visits and analysis of Instagram content published between June and August 2025. The observation aimed to understand the business context and identify marketing communication practices that reflect the stages of the AISAS model. The researcher analyzed content shared through feeds, reels, and stories to identify marketing communication practices and audience engagement patterns associated with the AISAS model. The study was conducted to identify patterns of communication and audience interaction on the platform (Sugiyono & Lestari, 2021);(Abdussamad, 2021). Third, a documentary study was conducted using screenshots of Instagram content and other relevant documents to complement and validate the findings obtained from interviews and observations. This documentation study served as supplementary data to support information obtained from interviews and observations, while taking into account the credibility and context of the documents' preparation (Abdussamad, 2021).

### **Data Validity and Data Analysed**

To ensure data validity, the study applied source and technique triangulation, which involves comparing information from employees, consumers, and influencers, as well as comparing findings from interviews, observations, and documentation from the same sources (Hardani et al., 2020). Triangulation is used to enhance the credibility of findings and to enrich the researcher's understanding of social reality, rather than to seek a single truth (Hardani et al., 2020). Data were analysed using the interactive model of data analysis consisting of data reduction, data display, and conclusion drawing (Abdussamad, 2021). The analysis was guided by the AISAS framework, which was also used to develop the interview guide. Data from interviews, observations, and documentation were coded and categorized according to the five AISAS stages: Attention, Interest, Search, Action, and Share. The analysis focused on the implementation of the AISAS model in the selected microbusiness's digital marketing

communication activities. Specifically, the study examined how the stages of AISAS were manifested through Instagram content and audience engagement. This analytical framework enabled the researcher to understand how marketing communication strategies were designed and implemented to influence consumer behavior in the digital environment.

## **RESULTS AND DISCUSSION**

To understand the marketing communication strategies implemented by this micro business, this study analyzes the findings based on the five stages of the AISAS model. Each stage illustrates the process consumers go through, from initial attention to sharing their experiences with others after taking the actions expected by business owners. Analysis of each stage shows that the communication strategies implemented are effective in facilitating interaction and building consumer engagement in the digital space. The use of the AISAS model helps provide insight into the strategies implemented and the resulting consumer behavior.

### **Attention**

The first stage in the AISAS model is Attention. The Attention stage, as the first phase of the AISAS model, occurs when consumers are initially exposed to a marketing message and begin to develop awareness of a brand, product, or service, making the primary objective of digital advertising strategies at this stage to attract and capture audience attention (Salsabila & Amali, 2025). In digital marketing communication, consumer attention can be captured through elements such as visually appealing designs, relevant content, appropriate media formats, and platform features that expand the message's reach. Success at the Attention stage serves as a crucial foundation for the subsequent stages in the AISAS model, as consumers must first become aware of and pay attention to a message before showing interest, seeking information, taking action, or sharing their experiences with others.

*"When I first saw the post about the Brownies Ketan, what caught my eye most was the product's appearance. The post showed the brownies being cut open, revealing melted cheese filling inside, which made the product look even more appetizing." (FL, Consumer)*

The research findings indicate that micro-businesses in the food and beverage sector primarily use Instagram as their main communication channel to attract audience attention through a combination of visual and text-based content. Instagram features such as Reels, Stories, and Feeds help increase content visibility and expand audience reach. Based on interview findings, Reels emerged as the most effective content format for capturing audience attention. This feature emphasizes visual presentation by showcasing products clearly and appetizingly, making them more appealing to the audience. To further enhance the appeal of their content, these businesses post high-quality photos and videos of their products, incorporate visually appealing designs, and use concise yet engaging captions.

*"I discovered this small business while looking for food recommendations in Bandung. At the time, I came across a viral post shared by an influencer. The way the influencer showcased the product in such detail made the post look appealing and immediately caught my attention." (RR, Consumer)*

*"We conduct thorough research before selecting influencers or content creators to collaborate with. We believe these collaborations can expand our market reach and increase product exposure. Therefore, leveraging digital media as a promotional tool is crucial, and we aim to maximize that potential." (RH, Employee)*

During the Attention stage, micro-businesses leverage influencer collaborations to boost product visibility on Instagram. Despite having limited marketing budgets, they first conduct research to identify influencers whose audience demographics and content styles align with the brand's target market. Based on this, partnering with micro-influencers is considered an effective strategy for reaching potential customers. Micro-influencers, typically defined as individuals with 1,000 to 100,000 followers, often wield significant influence within specific niche communities (Chen et al., 2024). Collaborative content is then published using Instagram's collaborative post feature, thereby helping these business accounts gain greater recognition among a broader audience.

These findings indicate that collaboration with micro-influencers supports the Attention stage by increasing brand exposure among relevant audiences. The alignment between the influencer's characteristics and the target market enables marketing messages to be communicated more naturally, thereby capturing the audience's attention and expanding the reach of social media marketing. Additionally, the use of micro-influencers benefits micro-businesses by enabling them to reach more specific communities at relatively low cost. The credibility and rapport that influencers have with their followers can also enhance acceptance of the promotional messages they convey. This strategy helps build brand awareness in the early stages of the consumer decision-making process.

*“Throughout our collaboration, everything went smoothly. The brand was also quite flexible in editing the content to suit my style. However, the main focus remained on the product visuals, since that’s usually what first catches the audience’s attention.” (NB, Influencer)*

These findings indicate that visual appeal plays a crucial role in capturing the audience’s attention during the early stages of the consumer decision-making process. On social media platforms such as Instagram, where users are exposed to a vast amount of content in a short period, the presence of influencers and visually appealing content plays a crucial role in capturing audience attention, increasing content visibility, and encouraging further engagement with the advertised product (Riswanto et al., 2025). By prioritizing product visuals and presenting them engagingly, brands can increase the likelihood that users will stop scrolling and pay attention to the content. Additionally, giving influencers creative flexibility allows promotional messages to be conveyed in a way that feels more authentic and aligns with audience expectations. This approach enhances the content’s appeal and strengthens its ability to stand out in a highly competitive digital environment, thereby supporting the Attention stage in the AISAS model.

### **Interest**

The second stage in the AISAS model is Interest. In the Interest stage, consumers begin to show interest in a product or brand after their attention has been captured, highlighting the importance of communication strategies in encouraging purchase decisions (Li et al., 2025). Marketing communications build consumer interest by presenting relevant, engaging information tailored to their needs. In the context of social media, interest can be built by presenting informative content, visually appealing imagery, and messages that effectively highlight the product’s value and advantages. The Interest stage is a critical phase because it determines whether consumers will continue the process of seeking further information or cease their interaction

*“What makes me interested in their content is that they often introduce new products and regularly come up with unique menu items that are different from what other businesses offer.” (TA, Influencer)*

*“As a Gen Z, I’m interested in trying foods that are currently trending. In my opinion, one of the strengths of these small and medium-sized businesses is that they often offer menus that align with current trends and market interests, which makes me even more interested in their products.” (FL, Consumer)*

The findings indicate that the relevance of the promoted products also drives consumer interest. Interview results revealed that the audience is highly interested in content featuring products that are trending and widely discussed on social media, such as milk bread, mochi donuts, and Brownies Ketan. By consistently introducing products aligned with current consumer trends, micro-businesses can sustain audience curiosity and encourage closer attention to their offerings. This consistent innovation indicates that consumers are interested in learning more about these products. These findings suggest that the Interest stage is achieved through a combination of product offerings that respond to trends and engaging content that aligns with audience preferences.

*“Besides the fact that the products look appealing, I’m also drawn to the way they present the information. The language is casual and upbeat, yet the product details are still clear, which makes me feel comfortable and eager to keep watching their content.” (DV, Consumer)*

Effective marketing communication requires the right strategy. Content strategies have acted as one of the top strategies for marketing over the years (Shen, 2023). The findings indicate that consumer interest is influenced by the content's visual appeal and by how the information is presented. Based on interviews, participants expressed interest in content that employs a casual, friendly, and easy-to-understand communication style. Informants noted that clear product information combined with a cheerful tone made the content more enjoyable to watch and encouraged them to continue engaging with it. These findings suggest that audiences are more likely to be interested when promotional messages are conveyed in an easy-to-understand, relatable way. In the Interest stage of the AISAS model, effective communication is crucial for maintaining audience attention and fostering deeper interest in the product.

### **Search**

The third stage in the AISAS model is Search. This stage occurs when consumers actively seek further information about a product or brand after their attention and interest have been piqued. At this stage, consumers seek information they believe will help them evaluate the product before making a decision. Advances in digital technology and social media have simplified the information-gathering process, as consumers can access a wide range of sources, including brand social media accounts, customer reviews, user comments, and other online information. Factors such as the amount of information, the need for information, attitudes toward information, the usefulness of information, and the acceptance of information all play a significant role in shaping purchase intent

(Prasetio et al., 2024). Therefore, microenterprises are encouraged to provide clear, easily accessible information to consumers, as this can strengthen consumers' intention to purchase a product.

*"I can easily find information because there's a Linktree in the bio. In my opinion, the information there is quite helpful."* (RR, Consumer)

*"I'm interested in learning more about the product, and the link in the bio is really helpful because it has all the information I need."* (DV, Consumer)

*"We strive to respond to every inquiry received via chat. To make it easier for customers to find information or place orders, we also offer WhatsApp as an easily accessible communication channel."* (RH, Employee)

Based on the interview results, this business strives to meet consumers' information needs by providing detailed product information on its Instagram account. This information includes contact details to help consumers obtain additional information, as well as online ordering apps such as GoFood and ShopeeFood. When potential customers have questions, the business strives to respond via direct message so that the necessary information can be obtained more quickly. The quality, credibility, usefulness, and ease of use of information play a key role in shaping consumers' intentions to use online information and influencing their purchasing behavior on social media (Rahaman et al., 2022). Businesses must provide as much information as possible to boost interest in making a purchase.

*"Although we have provided a variety of information, some customers are still seeking additional details. Therefore, we remain committed to providing prompt responses and the best possible service to every customer."* (DF, Employee)

Even with this information provided, some customers still ask further questions or request clarification on specific details. In response, the business remains committed to answering customer questions and providing responsive service throughout the information-gathering process. These findings reflect the "Search" stage in the AISAS model, where consumers actively seek information before making a purchase decision. The availability of information via Linktree, WhatsApp, and Instagram helps consumers access product-related information more easily and efficiently. On the other hand, consumers' tendency to seek additional clarification indicates that information-seeking behavior involves direct interaction with businesses. This highlights the importance of providing information that is easily accessible, useful, and easy to understand. Therefore, maintaining easily accessible information channels and responsive communication can support consumers during the Search stage and encourage them to proceed to the next stage in the purchasing process.

## **Action**

The third stage in the AISAS model is Action. Interests and the search for information directly influence this stage (Yuliati & Simanjuntak, 2024). Such actions may include purchasing a product, placing an order, contacting the seller, or other responses that indicate a shift from interest to consumer behavior. At this stage, the effectiveness of a marketing communication strategy is evident in the brand's ability to encourage consumers to make decisions and take the desired actions. The ease of the transaction process, the clarity of ordering information, and the consumer experience during interactions with the brand are key factors that can influence the success of the Action stage.

*"After becoming interested in the product, I immediately looked up the location on Google Maps. I tried a few items on the menu, and they were just what I expected."* (MA, Consumer)

*"In my opinion, the price is quite reasonable and commensurate with the quality of the product I received."* (FL, Consumer)

The findings indicate that consumers proceed to the Action stage after obtaining sufficient information and building trust in the product. Based on interviews, consumers take action by visiting the business location and purchasing products. One respondent stated that after becoming interested in the food, they used Google Maps to visit the location and try several menu items. The experience met their expectations, indicating that the information and promotional content presented by the business were consistent with the actual product. Another informant noted that the product offered value commensurate with its price, as the quality and overall experience were considered comparable to the affordable price. These findings indicate that consumers successfully transitioned from the Search stage to the Action stage by making a purchase and experiencing the product firsthand.

The Action Stage represents the point at which consumers engage in desired behaviors, such as visiting a store, purchasing a product, or using a service. Findings indicate that consumers are willing to take action because they have developed sufficient interest and obtained the necessary information to support their decision-making process. Additionally, the alignment between promotional content and the actual product experience plays a crucial role in meeting consumer expectations. Positive evaluations of product quality and value for money also indicate

that the business can fulfill the promises conveyed through its digital marketing efforts. Therefore, the effectiveness of the Action stage is reflected in consumers' purchasing behavior and their satisfaction with the product after use.

### **Share**

The final stage in the AISAS model is Share. This stage occurs when consumers share their experiences, opinions, or information about a product with others after taking an action, such as purchasing or using the product. In the digital age, sharing is easy through various social media platforms, whether as posts, reviews, comments, or recommendations to other users. Information sharing is not limited to digital platforms; consumers may also share their experiences and opinions through offline interactions. This can occur when consumers recommend a product to friends, discuss their experiences with family members, or share information during everyday conversations. At this stage, consumers act as information disseminators who can influence other consumers' perceptions and decisions. Through sharing their experiences, consumers can attract the attention of potential customers, thereby stimulating a new cycle of AISAS (Xue et al., 2021).

*"The desire to post content came from me personally because I was satisfied with the food I tried, plus the prices were quite affordable." (FL, Consumer)*

*"I really enjoy creating content about restaurant recommendations. When I visit a place, I take the initiative to share my experience with my Instagram followers." (RR, Consumer)*

The findings indicate that consumers voluntarily share their experiences after purchasing and consuming these products. Based on interviews, consumers are motivated to create and share content because they are satisfied with the quality of the food and consider the products to offer good value for the price. These findings suggest that consumers who consume these products are also willing to share their experiences with others. Consequently, information about the business spreads through consumer-created content.

*"The audience's response was mostly positive. There were also a few people who asked for more details about the location because they were from out of town and were interested in making it one of their destinations to visit." (NB, Influencer)*

Based on the interview results, the audience responded positively to the content shared on social media. In addition to giving positive feedback, some audience members also asked further questions about the business location. According to the informant, some of these audience members were from out of town and expressed interest in making the business location one of their destinations. These findings indicate that the shared content encourages further interaction through questions and recommendations that could reach new customers.

*"So far, the brand has always appreciated the content I create. In fact, I still maintain a good relationship with the brand's internal team." (TA, Influencer)*

*"After customers share their reviews or experiences, we usually reward them with free donuts. We do this to encourage and motivate customers to share their experiences with others." (RH, Employee)*

The findings indicate that this business fully supports consumers who share their experiences. These consumers include influencers and other consumers who voluntarily share their experiences. Based on interviews, an influencer stated that they received positive recognition from the brand's internal team for the content they shared, and that this positive relationship has continued to this day. Additionally, the business's internal team shows appreciation by offering free donuts to consumers who share their experiences. This initiative is designed to encourage consumers to share their experiences on digital media. These findings highlight that offering rewards is an effective strategy for expanding market reach through the "Share" stage by consumers.

These findings highlight that the Share stage can be strengthened through appreciation strategies. In the AISAS model, sharing behavior often occurs when consumers or influencers have positive experiences and feel motivated to communicate them to others. The provision of rewards and recognition serves as an additional incentive, encouraging individuals to create and share content about the brand. Maintaining positive relationships with influencers may increase their willingness to continue producing content and supporting the brand over time. This suggests that sharing behavior is influenced by the brand's efforts to foster engagement and recognize the contributions of those who help disseminate information. Consequently, appreciation-based strategies can increase the business's visibility among broader audiences.

### **CONCLUSION**

This study shows that limited human resources do not always pose an obstacle to micro-businesses in the food and beverage (F&B) sector in reaching a wider market. By utilizing Instagram as a marketing communication platform, businesses can effectively build relationships with their audience and increase brand visibility. The findings

of this case study also indicate that collaboration with external parties, particularly micro-influencers, plays a crucial role in expanding the reach of marketing communication and increasing brand exposure on digital media. Additionally, applying the AISAS model provides insight into the marketing communication process from both business and consumer response perspectives.

Conceptually, this research demonstrates that marketing communication strategies can be mapped through the five stages of AISAS. The Attention stage focuses on efforts to capture the audience's attention through visually engaging content. The Interest stage is marked by the audience's growing interest in the product being offered. Next, the Search stage reflects consumers' behavior as they seek additional information before making a decision. The Action stage represents consumers' decision to make a purchase or take other actions expected by businesses. The Share stage describes consumers' activities of sharing experiences and reviews that can reach new audiences and trigger the next AISAS cycle.

The findings of this study have several practical implications for microbusiness owners. First, business owners need to optimize their social media use by producing consistent, engaging, and relevant content tailored to their audience's needs. Second, collaborating with micro-influencers can be an effective strategy to increase brand reach and visibility, particularly for businesses with limited resources. Third, providing excellent service and showing appreciation to customers should be a priority, as they can reach a wide audience. Although this study provides insights into marketing communication strategies for micro businesses, it has limitations in the data collection process due to limited interview time with some informants. Therefore, future research is recommended to conduct a more in-depth exploration with a broader range of informants to gain a deeper understanding of effective marketing communication strategies for micro businesses facing human resource constraints.

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