

DIGITAL MARKETING USING AISAS MARKETING FUNNEL ON SEMAKIN PEKA PRODUCTS

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ABSTRACT

The AISAS (Attention, Interests, Search and Share) marketing funnel has replaced AIDMA (Attention, Interest, Desire, Memory and Action), which was created expressly to reach the target audience by analyzing the continuing behavioral changes in the context of Internet technology improvements. In today's internet era, internet users can easily search for information or share information. This study investigated the sales of Semakin Peka products that experienced fluctuations in making product sales on digital marketing through social media Instagram and tags analyzed using AISAS marketing funnel (Attention, Interest, Search, Action and Share). The research objective is to investigate digital marketing in the run business and conduct an evaluation of the digital marketing experienced by Travelxism. This research is carried out qualitatively descriptively and the object in this research is the Travelxism team that provides research information through observations and interviews. In the selection of informants, the researchers used purposive sampling techniques. The results of this study show that the concept of the AISAS model can meet the set of information and communication needed by the audience then the AISAS model occurs when attention arouses interest, customers start searching, then move to act and share.

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1. INTRODUCTION

New trends in marketing, customer relationship management, and customer service have emerged along with changes in the business environment and market conditions brought on by technological advancements, one of which is changes in marketing power, the development of an increasingly competitive market competition that forces business people to win the competition (Indriyani & Ardiansah, 2022). Then, this is coupled with technological advancements in today's developing era, which is the digital era, which is crucial to modern society and in which people have a new way of life and are unable to live without the internet and electronic gadgets to carry out digital-based activities in daily life (Basnet & Aulia, 2022). The development of this era has gradually affected various aspects of Indonesian people's lives such as economy, socio-culture and lifestyle, even marketing that has begun to shift from traditional marketing to digital marketing (Agustina & Lahindah, 2019). The use of digital marketing to communicate product marketing as an effort to master the market, reach a large market, and promotion costs will be lower (Fadhilah & Pratiwi, 2021)

Digitization increases the efficiency and effectiveness of business processes while improving the perception of consumer experience, thereby increasing competitiveness (Rossato & Castellani, 2020). The Internet in business is used as media for promotion, product catalogs, and information exchange (Stephen, 2016). In addition, the Internet plays an important role as a marketing communication tool for entrepreneurs who want to promote their products digitally (Prasanti et al., 2023). Nowadays, many business owners have implemented digital marketing strategies on social media, because they can provide attractive advertising content so that potential consumers are interested in the products offered (Sentoso et al., 2023)

The Semakin Peka Product is a Travelxism project with Babad that collaborates with local artisans to produce products with the concept of Sustainable Product. The Semakin Peka product is present as an effort to create a positive impact on sustainability values, namely economic, environmental, and social. Makin Peka products are produced from natural materials, such as fiber from hemp plants, fabric dyes from indigofera plants, as well as patchwork from the rest of making clothes. Semakin Peka products are

produced by the skilled hands of the regional carpenters in Yogyakarta City and local artisans in Jlamprang Village, inspired by Tinctori. So that it can support empowerment efforts and can have a positive impact on the economy of the local community.

Semakin Peka product release on October 2022. The use of digital marketing is increasingly widespread because it is considered an effective and efficient way to promote products (Wicaksana, 2021) so in marketing products Semakin Peka. Travelxism utilizes digital marketing in maximizing marketing and developing businesses through Instagram and Tiktok social media, which aims to carry out marketing activities and build and develop relationships with customers to continue to exist (Yacub & Mustajab, 2020). Then in the scope of marketing, social media is an effective way to promote goods and services owned by companies through digital marketing because this method is very easy and simple, but provides extraordinary results (Untari & Fajariana, 2018). However, for 8 months running, from October 2022 – May 2023, sales of Semakin Peka products have fluctuated and even decreased sales volume.

This is due to the weak public awareness of Semakin Peka products, which results in a low level of competition. Furthermore, the sales volume of the product is Semakin Peka for 8 months presented in Figure 1.

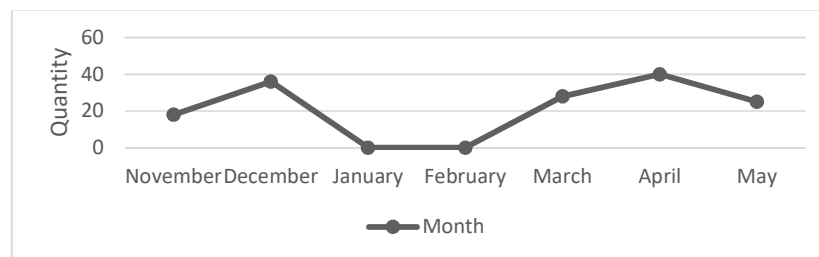


Figure 1. Grafik Sales, Semakin Peka Years 2022 – 2023
 Source : Document Travelxism

Based on figure 1, it can be seen that sales data for October 2022 totaled 36 products sold, sales for November decreased by only 18 products sold, sales for December increased by 36 products sold, and sales for January and February 2023 did not occur because Travelxism planned to introduce new products that will be marketed on products Semakin Peka in next month. Then in March 2023 there were resales totaling 28 products and in April 2023 there was an increase in sales totaling 40 products sold and then in October there was a decrease in resales totaling 25 products sold. In product sales, Semakin Peka has used digital marketing, but sales volume has fluctuated.

Therefore for this problem the writer in this study is interested in using the AISAS marketing funnel and chooses the AISAS model (Attention, Interest, Search, Action and Share) because AISAS is a marketing funnel that can be seen along with the development of technology (Anugrah, 2018) and in the internet era, internet users can easily find information or share information so the AIDMA model (Attention, Interest, Desire, Memory and Action) has been changed to AISAS (Attention, Interest, Search and Share) (Sugiyama & Andree, 2011). This model is specifically designed to effectively reach target audiences while observing ongoing behavioral changes in the context of Internet technological advancements (Fahmi et al., 2023).

As a result, this is done to analyze Travelxism's digital marketing efforts and investigate digital marketing in the industry that is run. This research was compiled in the form of a journal article entitled "Digital Marketing Analysis Using AISAS Marketing Funnel on Semakin Peka Products."

2. METHOD

This research was conducted at PT Gemilang Media Wisata (Travelxism), located in Yogyakarta, Special Region of Yogyakarta. This type of research is descriptive qualitative, by summarizing big data into information that can be interpreted and analyzed (Wirawan & Hapsari, 2016). The research sample is a portion of the population that is able to represent and describe the actual condition of the population studied in the study (Akbar, 2019). In the selection of informants, researchers use a purposive sampling technique which is a technique of determining the sample of data sources by considering specific criteria in the selection (Sugiyono, 2017)

In this study researchers used observational data collection techniques, interviews and documentation. The sources of data used in this study are primary data and secondary data of qualitative, then the primary data obtained from field observations and interviews with internal Travelxism (Indriyani & Ardiansah, 2022). Informants who became the primary data source in this study is the internal team of

Travelxism. Secondary data is obtained from research documentation, company internal reports, books, websites, and journals relevant to this research as a supplement to primary data and support research (Indriyani & Ardiansah, 2022). In this study, the ability to retrieve a data in data analysis using data triangulation techniques (Aisyah & Alfikri, 2023). Data Triangulation technique is a data collection technique that combines different data and from existing sources (Sugiyono, 2017).

3. RESULT AND DISCUSSION

Researchers interviewed the Director of Business Development and the International & Commerce Officer from two internal Travelxism companies as part of their research. Then interviews that have been conducted online and offline produce statements about digital marketing using AISAS marketing funnel on Semakin Peka products.

A. Attention

Attention is an attention to a product or advertisement that occurs before entering the stage of interest (Brilliantia et al., 2022). The attention stage occurs when Travelxism shows attention to consumers in the form of visual content of product knowledge is Semakin Peka by being interesting, relevant, and informative uploaded on Travelxism's Instagram and Tiktok accounts. On the Tiktok account, Travelxism presents fun content in the form of content that follows existing trends by relating a little information about the product is Semakin Peka. Then for Instagram, Travelxism presents Educative Content in the form of content related to education or information related to Semakin Peka products, besides that Travelxism presents Functional Content in the form of content related to activities that are being carried out at the company and aims to introduce and promote Semakin Peka products.

Then consumers get product knowledge Semakin Peka carries the concept of Sustainable Product from environmentally friendly natural ingredients. In addition, content presented is to educate consumers that Semakin Peka products can have a positive impact on the economy, environment, and social because Travelxism collaborates with organizations that have focus areas in the environment and animal conservation and have a focus on community empowerment. In addition, as a supporter in the Attention stage, Travelxism collaborates with various government organizations such as the DIY Cooperative Office, Sleman Regency Cooperative Office, Pule Payung Tourism Village, Jatimulyo Tourism Village, Pentingsari Tourism Village, Tinalah Tourism Village, and Pacarejo Tourism Village. Then non-governmental organizations such as Saya Pilih Bumi, Generasi Lestari, and Lima Putra Pesisir. Travelxism collaborates with various tourism villages and non-governmental organizations because it has similar goals and concepts, namely Sustainable Tourism. Customers perceive and understand the message contained in the product information provided by Travelxism, which benefits them. So that consumers begin to understand, pay attention, and know the value possessed by Semakin Peka products.

B. Interest

Interest is the audience's interest in content that is owned through interesting talents or it can also be in the form of unique and extraordinary products (Brilliantia et al., 2022). Furthermore, the interest stage occurs when consumers begin to be interested in the products or services offered and want to find out about the brand, Travelxism becomes a magnet that has an appeal to attract consumer interest in Semakin Peka products. Travelxism conducts attractive promotions to attract consumers to buy Semakin Peka products. These promotions include offering attractive prices for Semakin Peka products in the form of discounts, bundling product packages, and hampers packages.

In addition, Travelxism presents visual content in the form of interesting and creative videos uploaded on Travelxism's Instagram account, such as content telling how to use Semakin Peka products and wearing Semakin Peka products in daily activities to beautify the appearance of consumers. Then followed by visual content in the form of images uploaded on Travelxism's Instagram account, such as the release of new products Semakin Peka, telling shibori workshop events and open booth activities Semakin Peka products. Then related to the visual content of videos uploaded on the Travelxism Tiktok account such as, come to the Semakin Peka product open booth event, and shopping for Semakin Peka products. In the visual content of the video uploaded on Tiktok account, the Tiktok Shop link for Semakin Peka products is inserted to make it easier for consumers to find prices and order products. But so far the schedule for posting a visual video and image content on Instagram and Tik Tok social media is still uncertain or there is no written schedule so that posting the content is inconsistent.

Then Travelxism held an Instagram live stream to promote and introduce the product Semakin Peka to be closer to consumers. But for the Instagram live streaming schedule there is no written schedule so

that Instagram live streaming becomes inconsistent. Then the Semakin Peka product is marketed on Travelxism Tiktok Shop account, but until now it has never done a Tiktok live stream to promote and attract interest from consumers so there has been no order for the Semakin Peka product via Tiktok Shop. Then Travelxism held open booth events at various events in Yogyakarta, this was done to attract consumer interest, because consumers could see, touch and try to use Semakin Peka products directly.

Then every time we open a booth, Travelxism disseminates information about the schedule of open booths by uploading visual content of images and videos on Travelxism's Instagram account. Then the impact of this gives consumers a sense of interest and curiosity in Semakin Peka products and open booth events. However, if the schedule for uploading content and Instagram live streaming is still not consistent, it will be a negative impact because it will trigger reduced interest from consumers.

C. Search

Search is the result of consumer attention and interest in products that arouse their curiosity about the product by searching for information through internet sources about a related product (Brilliantia et al., 2022). Furthermore, at the Search stage, Travelxism makes it easier for consumers to find out Semakin Peka products. Travelxism provides a product catalog as well as tutorials on how to order online via Whatsapp and Instagram direct messages uploaded on Instagram account highlights.

Then in the bio of the Travelxism Instagram account, a Milkshake link has been included which will lead to various information options, including Whatsapp admin contacts are Semakin Peka, Catalog is Semakin Peka, Flipable Bucket Hat Catalog, and Tiktok Travelxism. However, Travelxism has not upgraded its Instagram account to Instagram Shop to add options in ordering Semakin Peka products. In addition, Whatsapp admin contacts are Semakin Peka still using Whatsapp admin personal and do not use Whatsapp Business so they cannot automatically list product catalogs to the Whatsapp Business catalog to make it easier for consumers to see product photos and prices. Although Travelxism has made it easier for consumers to find out about Makin Peka products, information has not been conveyed in detail.

D. Action

Action is consumer behavior after getting information about a product and ultimately making a purchase of a product sold by a brand (Brilliantia et al., 2022). Furthermore, at the action stage, consumers have contacted the admin through Whatsapp admin contact is Semakin Peka to order products. Ordering Semakin Peka products can be done via Whatsapp and e-commerce such as Tokopedia and Tiktok Shop. In ordering products, the majority of consumers contact the admin through Whatsapp admin contact is Semakin Peka. The services provided by Travelxism are in the form of assisting consumers in answering consumer questions about products responsively and confirming product orders is Semakin Peka which aims to ensure that consumers have ordered the correct product and provide information about order details, then record product orders from consumers. After receiving payment, Travelxism will execute customer orders so that the product delivery process can be shipped and received by customers rapidly. But until now there have been no purchases from consumers through e-commerce because the majority of orders for Semakin Peka products made by consumers through Whatsapp admin are Semakin Peka.

E. Share

Share is consumer behavior after buying a product and feeling satisfied with the service and quality of the product, consumers will share the information presented in the form of ratings or comment columns (Brilliantia et al., 2022). Then the last stage, Share, Travelxism publishes positive consumer experiences about Semakin Peka products on Instagram Travelxism account stories. It aims to attract new consumers to use Travelxism products. Additionally, Semakin Peka, the Whatsapp admin contact, is used by Travelxism to solicit customer feedback about their experiences using the Semakin Peka product. This feedback is subsequently shared in a post on the Travelxism Instagram feed by showcasing "Testimonial Review" graphic content.

4. CONCLUSION

The results of research conducted by researchers on digital marketing using AISAS marketing funnel on Semakin Peka products went very well and had a positive impact on consumers and Travelxism in terms of attention, interest, search, action, and share. This happens when attention generates interest, customers start looking, then move to action and share. However, any element in the marketing funnel AISAS that needs to be evaluated is Interest. Digital marketing of Semakin Peka products on the element of interest, there is a cause of a decrease in consumer interest in Semakin Peka to find out the product because

Travelxism does not consistently do digital marketing in the marketing of Semakin Peka products to attract consumers' interest in the Semakin Peka product such as content upload schedules and live streaming.. The Interest element must be paid more attention to by Travelxism because this is a reference in determining consumer behavior when making decisions to move to the stage of finding information about the product purchase process is Semakin Peka. Therefore, Travelxism needs to improve this by determining the schedule for uploading video and image visual content on Instagram as well as video visual content on Tiktok and Instagram live streaming schedules and starting to live stream Tiktok so that product sales volume is getting better and increasing every month. The research also provides insight into the practical implications. Then Travelxism utilizes digital marketing by using the AISAS model in selling Semakin Peka products through social media as an effective means of communicating with new and existing consumers. By utilizing social media platforms, Travelxism can communicate with customers, collect information about customers, evaluate market trends, increase brand exposure, and increase sales.

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