

Choosing The Right Campaign Using AIDA Analysis for The Coffee Shop XYZ

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ABSTRAK

Perubahan perilaku dan kebiasaan konsumen yang sebelumnya cenderung membeli kopi secara langsung di lokasi Coffee Shop kini mengalami transformasi signifikan seiring dengan perkembangan era digitalisasi. Perubahan ini terutama terlihat pada proses pemesanan, di mana konsumen saat ini dapat dengan mudah mengetahui keberadaan coffee shop serta memperoleh rekomendasi terbaik melalui sistem aplikasi digital yang tersedia. Fenomena ini mendorong semakin banyak Coffee Shop bermunculan dan melakukan promosi untuk memperkenalkan merek masing-masing. Berdasarkan kondisi tersebut, penulis melakukan observasi dan wawancara pada Coffee Shop XYZ, sebuah usaha yang baru berdiri dan sedang mencari strategi promosi yang efektif meskipun telah memanfaatkan media sosial. Tujuan penelitian ini adalah memberikan rekomendasi metode promosi yang tepat melalui media sosial guna meningkatkan Brand Awareness Coffee Shop XYZ sehingga mampu menarik calon konsumen untuk mengenal produk yang ditawarkan. Sebelum merumuskan rekomendasi, penulis telah melakukan analisis menggunakan pendekatan metode AIDA

Kata kunci : *Pemasaran Digital; Analisis AIDA (Awareness, Interest, Desire, Action); SMM (Pemasaran Media Sosial); SEO (Optimisasi Mesin Pencari)*

ABSTRACT

Changes in behavior and habits from customers who previously preferred to buy coffee directly at the location of the Coffee Shop, now in the era of digitalization coffee customer habits have changed in many ways. These changes can be seen, especially when customers order coffee, now to find out the existence of the coffee shop and to get the best recommendations can be facilitated through the available digital application system. Coffee Shop mushroomed and offered its products by doing promotions for each brand. Seeing this phenomenon, the author made observations and interviews at an XYZ Coffee Shop. The coffee shop is newly established and is looking for input on the best way to promote even though Coffee Shop XYZ has run promotions using social media. Seeing this condition, the author aims to provide recommendations for the right promotion methods using social media to increase Brand Awareness at Coffee Shop XYZ to attract potential customers to know the products sold at Coffee Shop XYZ. The author before giving recommendations has conducted an analysis using the AIDA method approach..

Keyword : *Digital Marketing; Analysis AIDA (Awareness Interest Desire Action); SMM (Social Media Marketing); SEO (Search Engine Optimize)*

1. PENDAHULUAN

Indonesia as an agricultural country is one of the countries with the third largest coffee producer in the world. As a coffee-producing country, this is an opportunity for entrepreneurs in Indonesia to develop their businesses, one of which is opening a Coffee Shop. Coffee itself is an agricultural commodity that is favored by some people around the world. Currently, coffee-drinking resources have begun to grow both among coffee lovers and newcomers who love coffee. Indonesia's abundant coffee production makes Indonesia the third largest in the world after Brazil, Vietnam, and above Colombia, India, Honduras, and Peru. This proves that Indonesian coffee commodities are very popular in the international market.[1]

Young Indonesian entrepreneurs are beginning to recognize the fact that operating a Coffee Shop business in Indonesia benefits the Indonesian economy. Within this time, Coffee Shops began to appear in Jakarta, Indonesia's capital, and other important cities. Young entrepreneurs are also catching the phenomenon that Coffee Shop has become part of the community's lifestyle [2], which makes young entrepreneurs compete to make careful strategic planning so that the Coffee Shop business can be more widely known by the wider community. This occurrence makes us want to investigate Coffee Shop XYZ. This study will focus on the recently opened Coffee Shop, where researchers will examine promotional efforts and make recommendations to improve promotions to increase Brand Awareness of the Coffee Shop.

Young entrepreneurs began to make numerous promotional efforts, one of which was digital promotion, to facilitate commercial activities. AIDA (Awareness Interest Desire Action) is one strategy that can be used to determine the

best advertising methods for gaining new and loyal clients. (2) Promotion is one of three sorts of strategic approaches in digital marketing. Search Engine Optimization (SEO) is the initial strategy. This method will optimize a website's ranking to boost its category rating to the top of searches for a certain site. The second strategy is Social Media Marketing, in which brand marketing tactics are implemented through social media channels. The third strategy is Content Marketing, which is a marketing technique that supports content to raise brand awareness. [3], [4]

Nowadays, product marketing on social media platforms is one of the more interesting ways to see potential customers. Young entrepreneurs also see that most Indonesian people have used social media applications, and from this data, several companies and individuals have taken the initiative to market their products, using social media platforms that are considered useful for increasing online business sales. Therefore, the purpose of this writing is to provide recommendations for the right promotion methods using social media to increase Brand Awareness at Coffee Shop XYZ to attract potential customers to know the products sold at Coffee Shop XYZ.

2. LANDASAN TEORI

2.1 AIDA

AIDA is one of the marketing models. AIDA stands for Attention, Interest, Desire, and Action. In conceptual terms, AIDA defines what happens when customers interact with adverts. (A) It all starts with attracting the attention of potential clients for a specific product. Once client interest has been generated, the company must persuade potential customers to want the product enough to act. AIDA is a four-stage process that people go through after seeing an advertisement or promotion for a brand. The following AIDA components are discussed below:

- A refers to Attention attracts the attention of customers.
- I refer to Interest: increasing customer interest with a focus on profits and benefits (rather than focusing on features like traditional advertising)
- D stands for Desire: convincing customers that they want those products and services to meet their needs
- A refers to Action: directing customers to take action to make a purchase.

AIDA is a formula that can be used as a guideline when marketing a product. The formula will lead every business owner and marketer in growing their sales, from drawing potential consumers' attention to inviting them to acquire things. What precisely is AIDA? What are the formulae and how do they work in business? Upon this occasion, we'll talk about AIDA in a marketing strategy to boost our sales. AIDA is a marketing approach that can identify every cognitive step that a person goes through during the acquisition of a product or service. This marketing strategy will explain how buyers with a process that already consists of several stages before they finally make a purchase. AIDA stands for awareness or attraction, interest or interest, desire or desire, and action or action. the basic understanding of AIDA marketing, we already know that four main elements must be thoroughly understood in AIDA marketing. As a businessman, we can apply this understanding well in the marketing process of the product to be promoted.

AIDA is one of the marketing concepts that already exist in a marketing concept because the concept of AIDA itself is not novel. We can see how the notion of AIDA has been continually updated in numerous conventional marketing concepts by applying or carrying out various combinations of modern marketing methods. From there, we can see how this AIDA technique can help us sell a product or service. If we employed professional marketing services, marketing agents, or advertising services to sell the products, we can observe how they employed the AIDA idea in different marketing tactics for their clients. This AIDA marketing principle must be learned and implemented in business. [5]

2.2 Digital Marketing

Digital marketing is the use of ICT-based data, technology, media, and technological devices to extend the best marketing reach, both physical and virtual, to improve customer relationships. It is how a company or product informs, influences, and engages consumers to help direct audiences to their targets.[6]

Digital marketing tools might include online marketing, Internet marketing, and web marketing. Because social media and digital marketing are becoming increasingly popular, utilizing social media strategies is a significant kind of marketing creativity. In short, digital marketing is a consumer-marketer engagement that has been transformed by digital marketing, and then digital marketing provides an opportunity to market services to virtual customers, breaking down barriers so that information is available anytime and anywhere, as a form of advertising in marketing strategies. The digital marketing paradigm is made up of five components: learning, defending, being involved, and pulling. In addition, the model investigates how social media marketing improves consumer equality concerning companies. The result is a social media marketing model consisting of word-of-mouth (WOM), customization, trendy, interaction, and entertainment.[7]

Through social media, the brand may rapidly engage with existing and future customers. Consumers respond to products on social media, allowing them to connect with the company's promotional strategy. The company must also have an effective management strategy in place. Social media account managers should be active on social media and often publish about the services they provide to clients, as well as communicate with their followers. Another key component of social media management is selecting what content will be created to capture consumers' interest and interact with them via the social media channels that we use to advertise products.[4].

2.3 Brand Awareness

Regarding actuality and theory, brand awareness is built through influencer endorsements, which, along with the trustworthiness of influencers, can create a strong link with followers in terms of purchasing behavior. Then, how showing the

sponsorship status of a specific brand that matches the influencer's personality can substantially change consumer impressions of certain products and the influencer's credibility.

Influencers have become an important aspect in increasing brand awareness since their involvement generates brand identification and recall, which leads to purchase intent. Therefore, the source's trustworthiness has a substantial influence on follower behavior in developing brand awareness, which is one of the fundamental foundations of loyalty.[8]

Brand awareness as a marketing strategy is the most essential aspect in increasing consumer interest in purchasing a product. Consumer awareness of a brand allows potential customers to recall and recognize the brand. Consumers can also make purchasing decisions, allowing them to limit their purchases to one brand category. People frequently use the phrase strategy to express something like a goal that must be reached.[4]

2.4 SMM (Social Media Marketing)

Today, social media has a significant influence on customers, from information gathering to after-sales behaviour such as positive and negative word of mouth in sharing their experiences.

Businesses may use social media marketing to communicate with current and potential customers, develop quick relationships with them, and build loyalty. The single and outstanding features of social media are its enormous popularity and user-friendliness, which helps companies promote products very cheaply, the importance of social media interaction, its contribution to business growth, and the fact that social media plays an important role when customers want to purchase things online.

Social media is not the only aspect that determines their ultimate purchase decision; there are other considerations as well, but with the ongoing flow of information, businesses may create close relationships with customers.[9]

Furthermore, social media marketing is one of the unique and revolutionary marketing efforts in which customers interact. Under this marketing subset, businesses and consumers are connected/communicating with each other without any constraints. Social media marketing encompasses all operations made to

promote a brand via social media, which is currently at its pinnacle. Then there is social media marketing, which is a future marketing tool because of its enormous impact in front of consumers. Social media marketing is also employed by strategic marketers because it provides significant visibility.[6]

To develop a construct of social media marketing (SMM) and to emphasize that using social media as a marketing tool will have a different appeal compared to traditional marketing platforms such as printed advertising, billboard, etc. The advantages of social media as a marketing tool are: first, the customer will be more entertained by the enterprise's free marketing content and will produce social network activity. Second, customers can customize information searching by utilizing the default search feature on SNS, hashtags, or

direct custom searching services provided by the enterprise. Third, social media is real-time and fast, allowing customers to get the latest information, and trends in products/services offered by the enterprise. Fourth, a social media marketing campaign makes it possible to generate direct interactions between users that can lead to, fifth, word-of-mouth effects, which includes customer willingness to pass along information seen in the enterprise's social media to others. Thus, SMMA involves five constructs: entertainment, interaction, trendiness, customization, and word of mouth. [10]

2.5 SEO (Search Engine Optimization)

A promotion strategy to position product web pages in search engine results is known as Search Engine Optimization (SEO), SEO is a technique that consists of optimizing indicators on (on-page) and off-page (off-page). Digital marketing can reach everyone, anytime, in any way, and anywhere. Of course, it is far superior to conventional marketing which is limited in time, location, and user reach.[11][4]

SEO is a digital marketing technique that can increase the number of web page traffic. Such websites' content might include relevant keywords, which generates more traffic because when visitors search for a specific keyword, the same in search engines helps the

web page rank as high as possible in landing pages and searches. Use SEO to make it easier for prospects and existing customers to access relevant information and quality content online.[7]

SEO is a collection of approaches for optimizing websites, blogs, and web pages. The goal of optimization is to attain a good organic ranking, which generates traffic and authority for the site or blog. SEO refers to all of the operations that you may perform both inside and outside of your website to optimize its position in search engines systematically. This last aspect is critical since organic signifies "free.".[12]

Table 1: Previous Previous Matrix

Researcher Name	Research Title	Research Purposes	Research Result
Hanafi ah, Hafidz, And Rendra Prasety a.	"Implementation Of Digital Marketing of Om Bewok Coffee Shop in Branding Robusta Local Coffee Native to Banten: Implementasi Pemasaran Digital Kedai Kopi Om Bewok Dalam Mem-Branding Kopi Lokal Robusta Asli Banten." Indonesian Journal of Economy, Business, Entrepreneurship and Finance 1.1 (2021): 11-19.	One Of Them Is the Coffee Shop Business, Which Began to Be Loved by Coffee Lovers or Coffeeholi c. The Race Framework and The Aida Model Aim to Attract Consumers. Like Om Bewok Coffee Shop That Takes the Theme Of Banten Coffee As a Source of Coffee That Comes from The Local, This Shop Has a Message That Banten Coffee Turns Out to Exist in Some	The Results Showed That Om Bewok Coffee Shop Business Has Been Running For Two Years by Lifting Coffee from Its Own Area. As One of the Coffee Shop Startups in Serang City, This Shop Uses the Help of Digital Technology in Branding and Promoting Its Products and Starting From The Use of Google Business, Whatsapp Business, Social Media, Email, Website, Youtube. For Delivery and Order Problems, You Can Order Through Gofood or Grab and Pay with a Digital

		Places, Although Not All Of Them Exist. Om Bewok Coffee Shop Has a Distinctive Logo and Strong Branding with the Help of Digital Marketing . Qualitative Research by Conducting Observations and Interviews and Literature Studies On Research Objects in Coffee Shops Om Bewok.	Wallet or Cod. They Are Collaborating with Serang City Government in Terms of The Legality of Business License, Halal, P-Irt. As Well As Synergizing with Coffee Farmers, Other Coffee Shop Partners, As Well As Building Relationships with Youth Communities in Serang City. Lastly, Cooperate with Baznas Related to the Distribution of Zakat with The Help of Qris or Barcode. So Powerful Is Digital Marketing to Build Relationship That Is Quite Extensive. [13]
Prasadhya, Ignatius Bias Galih, et al. "Implementasi of Instagram	"My Rise Clothing Store" Marketing Strategy Based on Aida Model." Jurnal Mantik 6.2 (2022): 1620-1629.	Digitalization of technology that has been applied in various fields has changed various forms of activities in daily life both in the business environment, government, and social life. Entrepreneurs are also	Based on the result of research and discussion, the following conclusions can be drawn. First promotional efforts carried out by the My Rise Store through Instagram social media turned out to be effective and had an important role, especially in creating audience

		encouraged to change practices in their business to survive in the digital era. One way to increase this competitive advantage is to take advantage of social media in running a business. Social Media Marketing and more particularly instagram are becoming increasingly important in consumers' purchasing decisions, this research aims to analyze My Rise Instagram content with consumer buying interest based on attention, interest, desire, and action (AIDA). This research uses the descriptive qualitative method. The data collection	awareness about the product. Implementing the AIDA Model through Instagram content has proven to increase traffic visits to an account of Instagram business @yash.uplabel. Second, the owners also pay attention to every piece of content they create based on the AIDA model to make people interested in the product, so finally visit the store and buy the fashion product directly. [14]			was carried out using observation and in-depth interviews with key informants and informants.	
				Makrides, Anna, Demetris Vrontis, and Michael Christofi.	"The gold rush of digital marketing: assessing prospects of building brand awareness overseas." <i>Business Perspectives and Research</i> 8.1 (2020): 4-20.	Advertising through digital channels—known as Digital Marketing—is recognized for its transformative impact on companies and for its immense effect on brand-consumer relationships, as it enables interactions with customers at any time and in any place. Based on these realities, this study analyses several digital platforms and practices that have proven to be effective and assesses digital media dynamics to examine whether they can increase brand awareness on an	By employing a survey methodology approach with 200 respondents as final sample, this study shows that digital marketing represents huge potential for small- and medium-sized enterprises, giving internationalization dominant digital attribute. Additionally, the findings reflect the noteworthy and rapid emergence of different digital marketing techniques serving different market segments. Finally, the study discusses the theoretical and managerial implications of the findings and proposes several avenues for future research.[15]

		international level.					
Confetto, Maria Giovanna, and Claudia Covucci.	“Sustainability-contents SEO”: a semantic algorithm to improve the quality rating of sustainability web contents.” The TQM Journal (2021).	<p>Purpose – For companies that intend to respond to the modern conscious consumers’ needs, a great competitive advantage is played on the ability to incorporate sustainability messages in marketing communications. The aim of this paper is to address this important priority in the web context, building a semantic algorithm that allows content managers to evaluate the quality of sustainability web contents for search engines, considering the current semantic web development.</p> <p>Design/methodology/</p>	<p>Practical implications Studying content marketing for sustainability communication constitutes a new field of research that offers exciting opportunities. Writing sustainability contents in an effective way is a fundamental step to trigger stakeholder engagement mechanisms online. It could be positive social engineering technique in the hands of marketers to make web users able to pursue sustainable development in their choices.</p> <p>Originality/value – This is the first study that creates a theoretical connection between digital content marketing and sustainability communication focussing, especially, on the aspects of search engine</p>			<p>approach – Following the Design Science (DS) methodological approach, the study develops the algorithm as an artefact capable of solving a practical problem and improving the operation of content managerial process. Findings – The algorithm considers multiple factors of evaluation, grouped in three parameters: completeness, clarity and consistency. An applicability test of the algorithm was conducted on a sample of web pages of the Google blog on sustainability to highlight the correspondence between the established evaluation factors and those used by Google.</p>	<p>optimization (SEO). The algorithm of “Sustainability-contents SEO” is the first operational software tool, with a regulatory nature, that can analyse the web contents, detecting the terms of the sustainability language and measuring the compliance to SEO requirements. [16]</p>

<p>Badchikar, A., and V. Bhat</p>	<p>"Search engine optimization with A/B testing." Blue Eyes Intelligence and Sciences Publication 8.2 (2019): 4484-4488.</p>	<p>The search engine optimization, or in short-SEO, is the largest speck of digital marketing, often the hardest thing to learn. Since there are so many individual components that make the large picture of what SEO is people assume one can never fully learn SEO. While this can be considered true, due to the constant changes in the world of digital marketing, breaking SEO down to its core elements, and understanding them all individually, will help user better grasp the overall concept. In this paper we will learn the basics of search engine optimization and page rankings and this report will explain user how</p>	<p>Search engine optimization (SEO) is methodology of strategies, techniques and tactics used to increase the number of visitors to website by obtaining high-ranking placement in the search results page of a search engine (SERP)-including Google, Bing, Yahoo, and another search engines.[17]</p>
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		<p>to start doing SEO with Google and provide user the basic SEO framework.</p>	
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3. METODOLOGI

This study's research method is a case study methodology at Coffee Shop XYZ. The basis for writing stems from developing a detailed view of the informant, which is communicated in words. All data obtained is obtained through interviews or documents from all relevant parties.

The subject of this study is Coffee Shop, and the discussion is based on the results of interviews with the selection of the best way for promotion to run as effectively and efficiently as possible, as well as the AIDA Method approach that the selection of promotions that will be on the road follows from the AIDA method.

This study uses data triangulation strategies to acquire data validation, including acquiring data from various sources through interviews, documentation, and recording crucial records required for data collection.

The interview was conducted after the observation process so that the data acquired matched the findings of the observations regarding the research subject. Interviews were done with the proprietor of Coffee Shop XYZ as well as two staff in charge of Promotional activities.



Gambar 1. Research Stages (Source: Researcher Design)

The stages of research have been shown above, Figure 1. The above explains as follows:

1. Identify the problem at this stage, an interview was conducted with the owner of Coffee Shop XYZ and 2 workers, which was intended to be able to determine and process the answers to research questions that would be the basis for review.
2. Literature Study Next, researchers search for library materials related to research questions. This source is in the form of a book that contains the theories of AIDA, SEO (Search Engine Optimize), SMM (Social Media Marketing), and the results of previous research.
3. To complete the required information, researchers collect qualitative data. Coffee Shop XYZ resource persons are Owner (Top Management) and Manager.

4. Conducting Analysis with the AIDA method
5. Create and activate SMM (Social Media Marketing), Implement SEO (Search Engine Optimize)

4. HASIL DAN PEMBAHASAN

The author reviews that the XYZ Coffee Shop was the object of research was a Coffee Shop that was established during the pandemic in 2020. Researchers conducted interviews with the newly established XYZ Coffee Shop and created social media, one of which is Instagram for promotional media through digital platforms. Coffee Shop XYZ has also created a physical place where people around Coffee Shop XYZ can also approach the place. XYZ Coffee Shop has also displayed its products and created product menus in physical places to attract attention. Coffee Shop XYZ has also put content through Instagram which is used as a means of promotion so that the content created can be seen by potential customers.

The following are the answers to the results of the elaboration of interviews with the owners and administrators of Coffee Shop XYZ that have been concluded to represent and present the questions based on the concepts asked.

4.1 Results of Social Media Marketing Activity Questions

Based on the author's observation that Coffee Shop XYZ has carried out Social Media Marketing Activities consisting of Entertainment, Interaction, and Customer Service activities following research from the author who conducted interviews and direct observations of Coffee Shop XYZ. That indicators of SMM Activities have existed, namely in terms of Entertainment, Interaction, Trendiness, Customer Service, and e-Wom. The following is an excerpt from the results of the interview and the author's observation. "Potential customers who have followed Instagram Coffee Shop XYZ social media are

quite interested in the content that has been uploaded as evidenced by the number of viewers and likes obtained in each uploaded content." (Informant 1)

From this answer, the author knows that Instagram owned by Coffee Shop XYZ, is enough to entertain both customers and potential customers, as seen by the viewer, and the number of likes in each content posted or uploaded makes potential customers or customers entertained.

"The steps that Coffee Shop XYZ has taken in the process of interacting with potential customers are displaying various menus available at Coffee Shop XYZ and displaying various promos and events that have been carried out at Coffee Shop XYZ." (Informant 2).

From this answer, the author knows that the owner of Coffee Shop XYZ has made efforts to interact with potential customers and customers by displaying his menus on his active social media. And actively make various efforts to carry out various promos according to the needs of potential customers and customers and display events held at Coffee Shop XYZ.

"When the customer service is an active, slow response because there are still many admin limitations in managing social media." (Informant 1).

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potential customers and customers and display events held at Coffee Shop XYZ.

"When the customer service is an active, slow response because there are still many admin limitations in managing social media." (Informant 1).

From these answers, the author knows that the owner and management of the coffee shop have tried to do maximum service to provide customer service to receive suggestions and criticisms but have not been optimal in its implementation due to limited human resources.

"Coffee Shop XYZ's step in disseminating product information through social media is by updating status on all Coffee Shop XYZ social media" (Informant 1).

"Coffee Shop XYZ asks your closest friends or colleagues to spread Coffee Shop XYZ products that have been purchased on their personal social media in exchange for giving discounts or special discounts for those who have spread Coffee Shop XYZ products on their social media." (Informant 2).

From this answer, the author knows that the owner and manager of coffee shop XYZ have been quite active in promoting his coffee shop with e-wom activities or word of mouth using social media owned by customers who have come by rewarding customers who have posted the products they have purchased on their personal social media.

"Information provided about the latest products cannot always be directly updated through social media because of the limitations of admins who work concurrently as baristas and also not always products that are trending in the market can be implemented directly in XYZ coffee shops because they require adjusting the taste to the tastes of our consumers" (Informant 2).

From this answer, the author knows that the owner and manager of coffee shop XYZ have been quite active in promoting

his coffee shop by posting information about his products, but sometimes not all the latest products are directly updated on his social media. And in the latest products, do not always follow the products that are trending in the market. Because they feel they need to adjust to their customers

4.2 Method AIDA Suggestion

Based on interviews and observations of researchers, Coffee Shop XYZ whose shop has just been established requires Brand Awareness also from around its environment, therefore we provide advice to owners to carry out Promotion and Marketing strategies based on the AIDA Module which can be done offline or online on digital platforms [18]:

Table 1: Method AIDA Suggestion

AIDA	Suggestion
Attraction	Marketing Coffee Shops XYZ coffee products through other social media such as: Tiktok, Facebook, Market Place, and website.
	Join a community that loves coffee to capture potential customers who will later become customers.
	Create interesting story telling in content on social media platforms regularly.
	Register a Coffee Shop business on Google My Business so that the location of Coffee Shop XYZ can be detected by potential customers.

Interest	Start publishing content on social media to market XYZ Coffee Shop products.
	Include clear information that needs to be provided regarding the product/service and contact details on social media.
	Posting interesting images with different angles of Coffee Shop XYZ products.
Desire	Update information through social media, websites, and promotional offers regularly.
	If there is a certain trend, Coffee Shop XYZ can advertise through social media anywhere and there is nothing wrong with trying to produce following the trend.
	Live Interaction on social media to interact with potential customers regarding the introduction of Coffee Shop XYZ products.
	To trigger the desire and willingness to buy, potential customers can be given discounts, free offers, additional discounts for purchasing XYZ Coffee Shop products.

Action	<p>Always provide an optimistic approach to the needs of potential Coffee Shop XYZ customers, and customer desires so that presale strategic offers are good to use.</p> <p>Frequently update social media content with something new and fresh.</p> <p>Observe comments, complaints, and feedback from followers, customers etc. and reply quickly.</p> <p>Provide information about ordering procedures and payment options clearly in social media content.</p> <p>Providing payment methods should remain easy and simple at Coffee Shop XYZ.</p> <p>Ensuring a safe payment method for Coffee Shop XYZ, this can increase the trust and credibility of Coffee Shop XYZ.</p>
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business trends that are so fast changing which all lead to the digital area starting with the development of social media owned. More studies conducted in the same perspective with different backgrounds and styles will contribute greatly to educating people in utilizing social media strategically and with the incorporation of the AIDA model. In addition, it also helps business owners and administrators in providing countless awareness and insights about the strategic use of social media and the AIDA model as one of the core tools of marketing and advertising their products and services to grow small businesses even bigger. Furthermore, it is suggested that developed strategies need to be implemented to check their relevance and applicability, and more research studies are needed to improve their applicability and relevance. The focus of this research is on the AIDA model as a basic concept. Therefore, the focus on other philosophies, concepts, models, and theories for marketing purposes, goods, and services can be considered for model dependency and need to be improved further in the future.

AUTHOR CONTRIBUTION

Lorio Purnomo conceptualized the research framework, led the methodological design, and supervised the overall study execution. Prepared the open data documentation and handled the technical submission of the dataset to Zenodo. **EggyHerlambang** coordinated the team and provided critical insights during data interpretation, theoretical framing, and manuscript refinement. **Dotty Pertiwi** conceptualized the research framework and supervised the overall study execution. **Carola Basuki** supported the survey was actively involved in interview. **Tofik** coordinated the team and provided

5. KESIMPULAN

In this study, researchers found that in general coffee shops have carried out social media activities to be able to promote their coffee shops but there are some limitations that concern the authors. The most concern is the existence of limited human resources and knowledge resources by members of this Coffee Shop in accommodating the needs of implementing promotional activities through social media. If coffee shop owners and administrators want to maintain their business and grow, they must be able to adapt according to

critical insights during data interpretation *Shandra Widiyanti* She was actively involved in interview and drafting the initial sections of the manuscript.

DATA AVAILABILITY

<https://doi.org/10.5281/zenodo.17693382>

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