

EFFECTIVENESS OF FAMILY MART ADVERTISING THROUGH INSTAGRAM WITH AIDA MODEL (@familymartid)

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Abstrac

Along with the rapid development of digitalization, it is often used by many parties such as business people, this is very important to facilitate the marketing activities of a business. Technology that is often used in marketing, especially in the field of promotion, is Instagram social media. One of the businesses that use Instagram as a promotional media is “Family Mart”, a modern pilot store with a new retail concept and format, namely Convenience Store. This study aims to determine the level of effectiveness of Family Mart advertising through Instagram Social Media @familymartid with the AIDA Model approach. This research is a type of quantitative research with a survey method through filling out a Google Form questionnaire. The sampling method in this study uses non-probability sampling, using purposive sampling technique. The analysis techniques used in this research are descriptive analysis, simple tabulation analysis, and average scores. The results of this study found that the Attention dimension seen from the measurement of the criterion score is included in the “Good” category and based on the measurement of the average score of 2.57 including the interval level “Effective”. Interest seen from the measurement of the criteria score is included in the “Good” category and based on the measurement of the average score of 2.55 is included in the “Effective” interval level. Desire seen from the measurement of the criterion score is included in the very good category and based on the measurement of the average score of 2.72 is included in the interval level “Effective”. Action seen from the measurement of the criterion score is included in the very “Good” category and based on the measurement of the average score of 2.64 including the interval level “Effective”. Of the four AIDA dimensions, namely Attention, Interest, Desire, and Action, the results of the measurement of the criterion score are included in the “Good” and the measurement of the average score is included in the “Effective” criteria. Of the four dimensions, the highest effectiveness value is Attention, second Interest, third Desire, and fourth Action.

Keywords: Advertising Effectiveness, Instagram, Attention, Interest, Desire, Action

A. Introduction

The rapid development of digitalization, various innovations have emerged, this requires adaptation in using technology. As a medium, smartphones and the internet have almost changed all human life (Ika Muflichah, 2023). According to research (Utami & Saputri, 2020) social media is one of the platforms for the existence of the internet, this can allow users to show their identity, interact, with others quickly, efficiently and easily. The current development of digitalization can be seen from the promotional activities carried out by business actors. Currently, promotions are not only carried out through print and broadcast media. Nowadays, you can easily access advertisements at any time without having to watch television.

Seeing the rapid development of social media today, as a businessman or a marketer this is one of the opportunities as well as a new challenge for business people, especially marketers, to always innovate in order to keep up with the flow of social media developments. Social media is the right promotional tool for advertising or branding a business. The purpose of promotion through social media is to introduce products to consumers regarding the products being sold.

One of the social media that is widely used by marketers to do advertising is Instagram social media. Instagram facilitates users to share all forms of content that are useful for promotional media for a business, Instagram provides content in the form of images and videos, which can then be seen by all users from various parts of the world. Instagram can help business people to promote the products they sell by sharing content and advertising the product so that the product sold can be seen by many users without consuming large costs. Currently, it is not only service, fashion, food and beverage products that create advertisements on the Instagram platform, but along with the growth of the retail business, it has spread its marketing communication by creating advertisements on the Instagram social media platform, so that their consumers can get to know the retail business better. (Pertiwi et al., 2021).

One retail business that uses the Instagram platform for promotional needs using advertising is Family Mart. Family Mart was first established in 1970, as a store built in a separate area and designed as a modern pilot store with a new retail concept and format, namely Convenience Store. Currently, Instagram social media is one way for Family Mart to be able to reach its customers more widely than before. Family Mart uses social media with the username @familymartid to provide information related to the products sold. Currently, Family Mart has 116k Instagram followers.



Figure 1. Family Mart Instagram Followers

Source: Instagram @familymartid



Figure 2. @familymartid Instagram Promotional Posts
 Source: Instagram @familymartid

Family Mart Instagram is useful for providing information related to products sold and promotions that exist as an example of image 2. Family Mart's promotional uploads carried out on Instagram aim to attract consumer buying interest. The promotions provided also vary and are always uploaded every week. Promotional uploads made by Family Mart have many customers who do not know / are interested in existing promotions because there are several customers who complain in the Instagram comments column about promotions uploaded on Instagram feeds or stories, some of these examples include promotions that are no longer available when they come directly, slow response by Instagram admins, and differences in promotional information provided. The following are some examples of customers who comment on @familymartid Instagram promotional posts.



Figure 3. Complaints of slow response
 Source: Instagram @familymartid

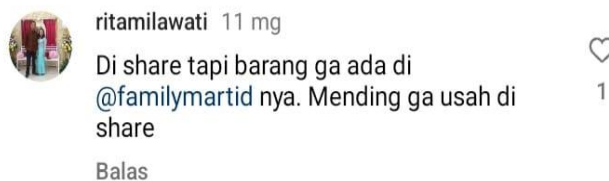


Figure 4. Complaints of Inadequate Stock
 Source: Instagram @familymartid

To conduct research on the effectiveness of Family Mart advertisements, the researcher first conducted an initial survey of 26 respondents who had/often bought Family Mart products and were interested in the advertisements made by Family Mart through Instagram located in the Depok area. This initial survey was conducted to strengthen existing negative comments and find out how effective Instagram advertising content on the Family Mart account is with the AIDA method. The following are the results of the researcher's initial findings through Google Form:

Table 1. AIDA Pre-Research Results on Family Mart Instagram Ads

Family Mart Issue	Yes	No	Percentage
A: Attention			
Consumers rarely see Family Mart advertising content on Instagram social media	21	5	80,8%
Consumers are not interested in seeing Family Mart advertising content. Because Family Mart advertising content is not visually appealing (images, text, words).	20	6	76,9%
I: Interest			
Consumers do not understand the information contained in Family Mart advertising content on Instagram social media.	22	4	84,6%
Consumers are less interested in Family Mart advertising content on Instagram because Family Mart is always quick to provide new product information.	22	4	84,6%
D: Desire			
Consumers do not trust the products displayed on Family Mart's promotional content on Instagram social media.	20	6	76,9%
Family Mart Instagram does not monitor comments and feedback from followers and respond quickly.	21	5	80,8%
A: Action			
Consumers are not interested in buying these products because they do not match the promotion's they see on Family Mart's promotional content on Instagram social media.	22	4	84,6%
Consumers will not recommend Family Mart to their friends and family after seeing Family Mart's content on Instagram social media.	20	6	76,9%

Source: Data processed by researchers (2024)

Based on Table 1, it can be concluded that all indicators of AIDA have problems, thus strengthening negative comments. This makes respondents or other consumers hesitate to visit or buy products at Family Mart, which is domiciled in Depok.

Based on these issues, the purpose of this study is to measure the effectiveness of Family Mart advertising through Instagram social media with the research title "Analysis of the Effectiveness of Family Mart Advertising Through Instagram Social Media with the AIDA Approach (Case Study on Instagram @familymartid)".

B. Literature Review

Marketing Communication

According to (Amalia Yunia Rahmawati, 2020) Marketing communication is a business strategy to communicate directly or indirectly with consumers. Marketing communication

does have a very important role in the business world. The aim is to provide information to consumers about products and encourage them to make purchases.

Promotion Mix

According to research (Michelle Felicia, 2024) argues that the components of sales promotion include advertising, sales promotion, public relations, personal selling, direct marketing, word of mouth, and others. According to Kotler and Armstrong in (Michelle Felicia, 2024) advertising metrics are divided into five means of advertising, namely:

1. Advertising
2. Sales Promotion
3. Public Relations
4. Personal Selling
5. Direct Marketing

Advertising

Advertising is the main choice for marketers to disseminate information and promote their products and services to consumers. Advertising can be seen in various media, including print media, electronic media, outdoor media, and digital media. According to (Wirawan Candra et al., 2021) advertising indicators are as follows:

1. Can cause attention
2. Reverse appeal
3. Can arouse desire
4. Produces an action

Advertising Effectiveness

According to research (Murtini et al., 2023) Advertising effectiveness is basically to measure the extent to which the objectives of an advertisement or advertising campaign are achieved. Creating an optimal marketing strategy is incomplete without making careful advertising planning to introduce a product or brand. According to (Elmertian, 2024) good advertising must contain several important elements, namely:

1. A clear and meaningful message
2. Attract attention and differentiate
3. Credible and trustworthy

There are rules regarding the effectiveness of advertising. So according to (Elmertian, 2024) there are 10 principles of advertising that are considered effective, namely:

1. Attract consumer attention (Grab People).
2. Can educate for cleverness and creativity (Be Clever and Creative).
3. Ads contain the same content, with a loud voice. (Speak Loudly).
4. Don't make them think too much.
5. Attractive but meaningful colors.
6. Informative.
7. Stand out and be remembered.
8. Express emotions.
9. Show without telling.
10. Use humor.

According to (Wirawan Candra et al., 2021) there are several other indicators that can also be used to measure advertising effectiveness, such as:

1. Sales
2. Website visits
3. Information request
4. Social media engagement
- 5.

Instagram Online Advertising Media

Social media is a platform or website that allows people to interact, share, and create content with each other via the internet and mobile devices (A.Rafiq, 2020). One of the social media platform applications that are widely used by people today is Instagram social media. Instagram is an application that allows users to take photos and videos and apply digital filters, and share them with various social networking services, including Instagram itself (Rizki et al., 2023) According to (Alysha et, al. 2020) Instagram has many other benefits, namely:

1. The information displayed in each image upload is very detailed and clear,
2. Instagram can understand the needs, habits, and preferences of each user, Selalu dapat diakses dengan akses internet.
3. Always accessible with internet access.
4. Display is easily understood by all mobile users.
5. Communication is established through many features such as comments, hashtags (#), mentions, shares, likes, and even private messages.

Instagram has many advantages, including its ability to easily support social media marketing strategies. (Pratama & Setiyarini, 2023) say that social media marketing strategies are an easy and cost-effective way to reach a global audience. With affordable advertising costs, you can directly reach a large number of potential customers and influence consumer purchases. Apart from having many advantages and advantages, Instagram also has disadvantages, especially for marketing. The disadvantages of Instagram are the threat of Spam and unfiltered content. In addition, Instaram also has Indicators, which include:

1. *Context*
2. *Communication*
3. *Collaboration*
4. *Connection*

AIDA MODEL

The AIDA model is one of the most widely used frameworks for understanding how advertising influences consumer behavior. In the world of advertising, this model plays an important role in developing results-oriented marketing strategies. In research (Chakti, 2019) argues that the AIDA model is a formula for assessing the quality of communication that occurs to consumers after experiencing the reception process, there are four stages consisting of:

1. Attention, is the stage where consumers begin to know the existence of the product and the company's reputation and consumers begin to pay attention to a promotion. In this dimension there are several indicators in it, namely:
 - a. Striking or visually appealing advertisements
 - b. Eye-catching title
 - c. Surprising or unexpected content
 - d. Content that is relevant to the audience's needs and interests
 - e. Promotions and discounts
2. Interest, at this stage, consumers feel interested to find out more about the benefits of a product that has been promoted. In this dimension there are several indicators in it, namely:
 - a. Clear and detailed product or service information
 - b. Testimonials and positive reviews from customers
 - c. Favorable product comparison
 - d. Video tutorials or product demonstrations

- e. Entertaining or informative content
3. Desire, at this stage, there is a consumer's desire to try to buy or use a brand or product offered by the company. (Ratna Skawanti & Sungkar, 2023) In this dimension there are several indicators in it, namely:
 - a. Highlight the benefits and advantages of the product or service
 - b. Limited or exclusive offers
 - c. Satisfaction guarantee
 - d. Emphasis on trust and brand reputation
 - e. Emotions evoked by the content, such as fear of missing out (FOMO)
4. Action, this stage is a trial stage where consumers will decide whether to continue using the promoted product or switch to a competing company's product. In this dimension there are several indicators in it, namely:
 - a. Call to action (CTA) that is clear and easy to follow, for example “Buy Now”, “Register for Free”, or “Learn More”
 - b. Easy and convenient purchase process
 - c. Free shipping or other attractive offers
 - d. A sense of urgency that drives quick action

Relationship Between AIDA Model and Advertising Effectiveness at Family Mart

According to (Elmertian, 2024) Consumer decisions to buy and consume products begin with the stage of paying attention to the presentation of products in advertisements, then interest and desire to buy appear, and end with the act of purchasing and consuming products. One of the early attempts to model advertising effectiveness was the AIDA model.



Figure 5. AIDA concept on Instagram @familymartid
 Source: Instagram @familymartid

1. Attention. This stage must be accompanied by provocative sentences so that it is interesting to read. As in the Family Mart advertisement above, the sentence “MAKSI HEMAT” in the picture provides information to consumers that there is a promotion in the form of a discount on the product listed in the picture, a promo in the form of a discount with the sentence “MAKSI HEMAT” can provoke the attention of consumers who know the existence of Family Mart.
2. Interest. After getting the attention of consumers, there is a discount on the menu, and the price is the same, namely “16.000” the discount can make consumers interested in buying the product because of the amount of discount given.
3. Desire. For this stage, it is displayed in the sentence “Valid at 11:00 - 17:00”. Where the sentence can play on the psychology of consumers to immediately make a purchase so as not to run out.
4. Action. For this stage, it is displayed in the caption, namely “Want to eat well and eat full, enjoy at Family Mart. Just come directly to the nearest Family Mart store.” This

sentence is a call to action sentence made by Family Mart to lure consumers to make purchases.

C. Research Methods

Time and Place of Research

This study was conducted in the Depok area with a time period from January 2024 to July 2024.

Research Design

This research is a quantitative research using survey method. Quantitative research is a deductive thinking model by collecting and analyzing numerical data (numbers) to describe, explain, predict or control phenomena. The survey method in this study was conducted online by filling out a questionnaire through Google Form.

Data Sources and Research Samples

1. Population: According to Sugiyono, defining population as a generalization area that exists in research. This area includes objects or subjects from which conclusions can be drawn (Amin et al., 2023). The population that will be used in this study are consumers who have / often buy Family Mart products who are interested in advertisements made by Family Mart via Instagram in the Depok area.
2. Sample: In the book (Lestari, Eka Karunia et,al 2018) Samples are part of the number and characteristics possessed by the population, the sampling method in this study uses non-probability sampling. Researchers chose to use this method because the sampling method with this method does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Haribowo et al., 2022) Based on the non-probability sampling method, the technique used in this study is purposive sampling technique because this study uses certain criteria to obtain the required sample. Purposive Sampling according to (Haribowo et al., 2022) is a sampling technique with certain considerations. In measuring the size of the sample to be studied, the researcher uses the Roscoe formula, the Roscoe formula is used because the population size is not known with certainty, so it is recommended that the determination of the sample size depends on the Roscoe formula in (Haribowo et al., 2022) which explains that the appropriate size in the study is between 30 and 500 and the number of sample members is at least 10 times the variable under study. Based on the points above, the minimum sample size is 30 respondents because this study has one variable. However, in this study, the sample size to be used is 120 respondents from Family Mart consumers in Depok. This sample of 120 people was taken based on a questionnaire distributed by Google Form.

Data Analysis Technique

1. Descriptive Analysis

As (Sugiono, 2018) explains, descriptive analysis aims to describe or present the data as it is without intending to draw conclusions or make generalizations. In this study, descriptive analysis is used to measure the effectiveness of Family Mart advertisements on Instagram with the AIDA (Attention, Interest, Desire, Action) approach. In this study, to describe the results of the questionnaire using a criterion score by dividing into four criteria with each level of achievement. The scale used in this study is Likert-type with a measurement of four answer scales and no neutral answer options.

Table 2. Weighted Criteria Scores and Achievement Levels

No	Criteria Score	Advertising Effectiveness (S+SS)
1	0 – 25%	Very unfavorable
2	26 – 50%	Not Good
3	51 – 75%	Good
4	76 – 100%	Very Good

Source: (Chandra & Sari, 2021)

2. Simple Tabulation Analysis

The main purpose of this analysis is to determine the proportion of respondents who chose a particular category in the questionnaire. In addition, this analysis also aims to provide an overall picture of the questionnaire data related to certain characteristics of the respondents.

3. Average Score

The answer scores given to respondents will be weighted. The way to calculate the score is to add up all the product of the value of each weight divided by the total frequency. Then, a range of rating scales is used to determine the position of the responses of the respondents using the scores on each variable.

Table 3. Decision Criteria Scale Range

Criteria Scale Range	Advertising Effectiveness (S+SS)
1,00 – 1,75	Very Ineffective
1,76 – 2,50	Not Effective
2,51 – 3,25	Effective
3,26 – 4,00	Very Effective

Source: (Chandra & Sari, 2021)

D. Results and Discussion

Validity Test

Validity test is carried out before conducting a study. The validity test was conducted on 135 respondents. The validity test uses the Pearson product Moment test with the rule that a statement item is said to be valid if the r value obtained is greater than r table. The results of the validity test data obtained from the questionnaire are shown in table 4.

Table 4. Validity Test

Dimensions	Item	N	R Count	R Table	Description
<i>Attention</i>	Item 1	135	0,772	0.169	Valid
	Item 2	135	0,849	0.169	Valid
	Item 3	135	0,865	0.169	Valid
	Item 4	135	0,796	0.169	Valid
	Item 5	135	0,778	0.169	Valid
<i>Interest</i>	Item 6	135	0,689	0.169	Valid
	Item 7	135	0,53	0.169	Valid

	Item 8	135	0,524	0.169	Valid
	Item 9	135	0,615	0.169	Valid
	Item 10	135	0,388	0.169	Valid
<i>Desire</i>	Item 11	135	0,58	0.169	Valid
	Item 12	135	0,579	0.169	Valid
	Item 13	135	0,637	0.169	Valid
	Item 14	135	0,657	0.169	Valid
	Item 15	135	0,572	0.169	Valid
<i>Action</i>	Item 16	135	0,544	0.169	Valid
	Item 17	135	0,544	0.169	Valid
	Item 18	135	0,472	0.169	Valid
	Item 19	135	0,516	0.169	Valid
	Item 20	135	0,616	0.169	Valid

Source: Data Processed by Researchers (2024)

After processing the data using SPSS 26 software, it can be seen that all R counts obtained are always more than the 5% significant level with r table 0.1690 and declared valid.

Reliability Test

In determining whether an instrument is said to be reliable or not, it can use an alpha limit of 0.6. Reliability of less than 0.6 is not good. While more than 0.6 is said to be good. The results of the reliability test in this study can be seen in table 5.

Table 5. Reability Test

Dimensions	N	Alpha values	Cronchbach alpha	Description
<i>Attention</i>	135	0,896	> 0,60	Reliabel
<i>Interest</i>	135	0,865	> 0,60	Reliabel
<i>Desire</i>	135	0,881	> 0,60	Reliabel
<i>Action</i>	135	0,881	> 0,60	Reliabel

Source: Data Processed by Researchers (2024)

After conducting the reliability test, the Cronbach's alpha value for the four dimensions is more than 0.6, so the four research instruments are said to be reliable or trustworthy.

Attention

At this stage, attention is to find out the respondent's interest when paying attention to Family Mart Advertising Content on Instagram social media @familymartid. This attention stage has five statements from the five indicators and researchers describe the results of the questionnaire data in Table 6.

Table 6. Frequency Test of Attention Dimension Answers

No	Statements		Alternative Answers			
			STS	TS	S	SS
1	I am interested in seeing Family Mart advertising content on Instagram social media because it has an attractive visual appearance.	Wi	1	2	3	4
		Fi	14	28	67	26
		\sum Wifi	375			
		%	10,40%	20,70%	49,60%	19,30%
		Total	42		93	
			31,10%		68,90%	
		Average	2,78			

No	Statements	Alternative Answers				
		STS	TS	S	SS	
2	I always see Family Mart's advertising content on Instagram social media	Wi	1	2	3	4
		Fi	34	46	38	17
		\sum Wifi	308			
		%	25,20%	34,10%	28,10%	12,60%
		Total	80		55	
			59,30%		40,70%	
		Average	2,28			
3	After I saw the advertising upload on Family Mart's Instagram, I was interested so I wanted to visit the outlet.	Wi	1	2	3	4
		Fi	18	33	52	32
		\sum Wifi	368			
		%	13,33%	24,44%	38,53%	23,70%
		Total	51		84	
			37,77%		62,23%	
		Average	2,73			
4	I am interested after seeing promotions on Family Mart's advertising content on Instagram social media	Wi	1	2	3	4
		Fi	15	30	59	31
		\sum Wifi	376			
		%	11,10%	22,20%	43,70%	23%
		Total	45		90	
			33,30%		66,70%	
		Average	2,79			
5	I have to become a follower (Followers) of the Family Mart Instagram account so as not to miss information.	Wi	1	2	3	4
		Fi	38	45	26	26
		\sum Wifi	310			
		%	28,10%	33,30%	19,30%	19,30%
		Total	83		52	
			61,40%		38,60%	
		Average	2,30			
Average Percentage		45%		55%		
Absolute Average		2,57				

Source: Data Processed by Researchers (2024)

The Attention dimension has an average percentage of agreed and strongly agreed answers of 55%, and when compared from the weighted score criteria it is included in the "good" category (51%-75%). Measured by statement number one, which is 68.90% with the statement "I am interested in seeing Family Mart advertising content on Instagram social media because it has an attractive visual appearance.". In addition, it is measured by statement number four, which is 66.70% with the statement "I am interested after seeing promotions on Family Mart advertising content on Instagram social media". And measured by statement number three, which is 62.23% with the statement "After I saw the advertisement upload on Instagram Family Mart, I was interested so I wanted to visit the outlet." Based on the approach to the average calculation results processed by researchers, the Attention dimension has a value of 2.57, which means that the range of effectiveness interval scale scores is in the scale range (2.51 - 3.25) in the "Effective" category. In this case, it shows that respondents are interested in buying products at Family Mart after seeing promotions on Family Mart advertising content on Instagram social media because the content has an attractive visual appearance.

Interest

In the second stage, namely Interest to find out respondents who have an interest in Family Mart advertising content on Instagram social media. The following table 7 is the result of the answer frequency data on the Interest dimension.

Table 7. Frequency Test of Interest Dimension Answers

No	Statements		Alternative Answers			
			STS	TS	S	SS
1	I am interested in Family Mart Instagram because it is effective when creating content.	Wi	1	2	3	4
		Fi	11	45	64	15
		\sum Wifi	353			
		%	8,20%	33,30%	47,40%	11,10%
		Total	56		79	
			41,50%		58,50%	
		Average	2,61			
2	I easily understand the information contained in the content of Family Mart Ads on Instagram social media.	Wi	1	2	3	4
		Fi	19	26	58	32
		\sum Wifi	373			
		%	14,10%	19,25%	42,96%	23,70%
		Total	45		90	
			33,35%		66,66%	
		Average	2,76			
3	I am interested in the content of Family Mart Ads on Instagram because I understand its purpose and objectives.	Wi	1	2	3	4
		Fi	22	31	55	27
		\sum Wifi	357			
		%	16,30%	23,00%	40,70%	20,00%
		Total	53		82	
			39,30%		60,70%	
		Average	2,64			
4	I am interested in Family Mart's content on Instagram because it takes pictures with different angles.	Wi	1	2	3	4
		Fi	13	45	52	25
		\sum Wifi	359			
		%	9,63%	33,33%	38,52%	19%
		Total	58		77	
			42,96%		57,04%	
		Average	2,66			
5	I am interested in Family Mart's content on Instagram because it always informs new products offered quickly.	Wi	1	2	3	4
		Fi	13	34	54	34
		\sum Wifi	281			
		%	9,60%	25,20%	40,00%	25,20%
		Total	47		88	
			34,80%		65,20%	
		Average	2,08			
	Average Percentage	38%		62%		
	Absolute Average	2,55				

Source: Data Processed by Researchers (2024)

In the Interest dimension, the average number of percentage of answers agreeing and strongly agreeing is 62% and when compared to the weighted score criteria is included in the “good” category (51%-75%). In the results of the Interest dimension questionnaire, the highest percentage contribution is in statement item number two with a percentage of 66.66% with the statement “I easily understand the information listed on the Family Mart Ad content on Instagram social media”. In addition, it is measured by statement number five with a percentage of 65.20% with the statement “I am interested in Family Mart content on Instagram because it always informs new products offered quickly.” As well as statement number three of 60.70% with the statement “I am interested in the content of Family Mart Ads on Instagram because I understand its purpose and purpose.” Based on the approach, the average calculation of the Interest dimension is 2.55 and when compared to the score of the effectiveness interval scale range, it is in the scale range (2.50 - 3.25) in the “Effective” category. In this case, it shows that respondents easily understand the information contained in Family Mart's advertising content because the images are easy to understand.

Desire

In the third stage, Desire, it is used to determine whether respondents have the desire to buy products after seeing Family Mart advertising content on Instagram social media. This desire stage has five question items and for data on the frequency of respondents' answers can be seen in table 8.

Table 8. Frequency Test of Desire Dimension Answers

No	Statements		Alternative Answers			
			STS	TS	S	SS
1	Information from advertising content created about product advantages on Instagram social media raises a sense of wanting to buy	Wi	1	2	3	4
		Fi	9	27	69	30
		\sum Wifi	390			
		%	6,70%	20,00%	51,10%	22,20%
		Total	36		99	
			26,70%		73,30%	
		Average	2,89			
2	I am interested in consuming the advertised product after seeing Family Mart's advertising content on Instagram social media.	Wi	1	2	3	4
		Fi	10	30	67	28
		\sum Wifi	383			
		%	7,41%	22,22%	49,63%	20,74%
		Total	40		95	
			29,60%		70,30%	
		Average	2,84			
3	I believe in the products shown on Family Mart's advertising content on Instagram social media.	Wi	1	2	3	4
		Fi	13	28	65	29
		\sum Wifi	354			
		%	9,63%	20,74%	48,15%	21,48%
		Total	41		94	
			30,37%		69,63%	
		Average	2,62			
4	I get reasons to buy products after seeing	Wi	1	2	3	4
		Fi	13	31	58	33

No	Statements		Alternative Answers			
			STS	TS	S	SS
	Family Mart's advertising content on Instagram social media.	Σ Wifi	381			
		%	9,60%	23,00%	43,00%	24%
		Total	44		91	
			32,60%		67,40%	
		Average	2,82			
		5	Instagram Family Mart monitors comments and feedback from followers so that it responds quickly.	Wi	1	2
Fi	25			46	43	21
Σ Wifi	330					
%	18,52%			34,85%	31,90%	15,56%
Total	71			64		
	52,60%			47,50%		
Average	2,44					
Average Percentage		34%		66%		
Absolute Average		2,72				

Source: Data Processed by Researchers (2024)

In the desire dimension, the average percentage of answers agreeing and strongly agreeing is 66%, and when compared from the weighted score criteria it is included in the “good” category (51%-75%). The contribution of the highest percentage value is in statement item number one of 73.30% with the statement “Information from advertising content created regarding product advantages on Instagram social media raises a desire to buy”. In addition, it is measured by statement number two, which is 70.30% with the statement “I am interested in consuming the advertised product after seeing Family Mart's advertising content on Instagram social media”. As well as statement number three, which is 69.63% with the statement “I believe in the products shown in the content of Family Mart advertisements on Instagram social media.” Based on the approach, the average calculation of the Desire dimension is 2.72 and when compared to the score of the effectiveness interval scale range, it is in the scale range (2.51 - 3.25) in the “Effective” category. In this case, it shows that respondents are encouraged to buy and consume Family Mart products after seeing information from advertising content on Instagram social media.

Action

For the last stage, namely Action, it aims to find out whether respondents pay attention and take action to buy Family Mart products after seeing Family Mart's advertising content on Instagram social media. The Action stage has five question attributes and the results of the respondent's answer questionnaire are described in table 9.

Table 9. Frequency Test of Action Dimension Answers

No	Statements		Alternative Answers			
			STS	TS	S	SS
1	I am sure to buy products after seeing Family Mart's advertising content	Wi	1	2	3	4
		Fi	12	38	60	25
		Σ Wifi	368			
		%	8,89%	28,15%	44,44%	18,52%
		Total	50		85	

No	Statements	Alternative Answers				
		STS	TS	S	SS	
	on Instagram social media.	37,00%		62,96%		
	Average	2,73				
2	I tend to buy products after seeing Family Mart advertisements on Instagram social media.	Wi	1	2	3	4
		Fi	14	56	47	18
		\sum Wifi	339			
		%	10,40%	41,50%	34,80%	13,30%
		Total	70		65	
			51,90%		48,10%	
		Average	2,51			
3	I am interested in buying products because they are in accordance with the promotions shown on Family Mart's advertising content on Instagram social media.	Wi	1	2	3	4
		Fi	20	33	62	20
		\sum Wifi	352			
		%	14,81%	24,44%	45,93%	14,82%
		Total	53		82	
			39,25%		60,75%	
		Average	2,61			
4	I buy Family Mart products because I have seen reviews from other people on Family Mart's Instagram social media.	Wi	1	2	3	4
		Fi	16	34	54	31
		\sum Wifi	370			
		%	11,85%	25,19%	40,00%	23%
		Total	50		85	
			37,14%		62,96%	
		Average	2,74			
5	I will recommend Family Mart to friends and relatives after seeing Family Mart's content on Instagram social media.	Wi	1	2	3	4
		Fi	24	37	42	32
		\sum Wifi	352			
		%	17,80%	27,40%	31,10%	23,70%
		Total	61		74	
			45,20%		54,80%	
		Average	2,61			
	Average Percentage	42%		58%		
	Average Dimension	$\frac{55\% + 62\% + 66\% + 58\%}{4} = 60\%$				
	Absolute Average	2,64				

Source: Data Processed by Researchers (2024)

The action dimension has an average percentage of answers agreeing and strongly agreeing of 54.80%, and when compared to the weighted score criteria it is included in the good category (51% - 75%). In the results of the Action dimension questionnaire, the highest percentage value contribution is in statement items number one and four with a percentage of 62.96% with statement number one, namely "I am sure to buy a product after seeing

Family Mart's advertising content on Instagram social media.” And statement number four, namely “I bought a Family Mart product because I saw reviews from people on Instagram.” And statement number four, namely “I buy Family Mart products because I have seen reviews from other people on Family Mart's Instagram social media.” In addition, it is measured by statement number three of 60.75% with the statement “I am interested in buying a product because it is in accordance with the promotion displayed on the content of Family Mart Ads on Instagram social media.” Based on the approach, the average calculation of the Action dimension is 2.64 and when compared to the score of the effectiveness interval scale range, it is in the scale range (2.50 - 3.25) in the “Effective” category. In this case, it shows that respondents buy Family Mart products because they have seen reviews and are sure to buy after seeing Family Mart's advertising content.

Based on per-dimension analysis, the average score of AIDA is 60% and falls into the “Good” category, measured by Desire with a percentage of 66% and Interest with a percentage of 62%.

AIDA

After each variable in AIDA (Attention, Interest, Desire, Action) and the average number is known, the next step is to calculate based on the entire AIDA dimension (Attention, Desire, Interest, Action) to find out the final average number. Processed with the average score formula can be seen in table 11.

Tabel 11. Skor Rata-rata AIDA (*Attention, Interest, Desire, Action*)

AIDA Dimension			
<i>Attention</i>	<i>Interest</i>	<i>Desire</i>	<i>Action</i>
2,57 (Effective)	2,55 (Effective)	2,72 (Effective)	2,64 (Effective)
$Average = \frac{2,57+2,55+2,72+2,64}{4} = 2,62$			

Source: Data Processed by Researchers (2024)

Based on the values obtained in the study, the average value of AIDA is 2.62, and judging from the interval scale, it is in the scale range (2.51-3.25) so that from the effectiveness score, Family Mart's Instagram social media with the AIDA model approach is classified as effective, but within the lower limit, this needs to be a concentration for Family Mart in paying attention to advertising content on Instagram in order to increase its effectiveness on Instagram.

E. Conclusion

Based on the results of research on “The Effectiveness of Family Mart Ads Through Instagram Social Media With the AIDA Approach”, it can be concluded as follows:

1. *Attention*

Judging from the measurement of the criterion score, it is included in the good category from the average percentage of answers agreeing and strongly agreeing on the attention dimension and based on the measurement of the average score, it is included in the effective interval level from the average score on the attention dimension.

With the contribution of the percentage of answers agreeing and strongly agreeing and the average score, namely attractive content visualization. In this case, it can be concluded that Family Mart's content is “effective” in attracting attention in terms of attractive visual appearance.

2. *Interest*

Judging from the measurement of the criterion score, it is included in the good category from the average percentage of answers agreeing and strongly agreeing in the interest dimension, and based on the measurement of the average score, it is included in the effective interval level from the average score in the interest dimension.

With the contribution of the percentage of answers agreeing and strongly agreeing and the average score, namely Family Mart Instagram content is “effective” in creating content that is easy to understand. In this case, it can be concluded that Family Mart is “effective” in generating a sense of interest after seeing content that is easy to understand through Instagram social media.

3. *Desire*

Judging from the measurement of the criterion score, it is included in the good category from the average percentage of answers agreeing and strongly agreeing on the desire dimension and based on the measurement of the average score, it is included in the effective interval level of the average score on the dimension.

With the contribution of the percentage of agreeing and strongly agreeing and the average score, namely Instagram Family Mart “effectively” encourages to buy products at Family Mart after seeing advertisements. In this case, it can be concluded that the advertising content posted via social media Instagram @familymartid is effective so that it makes the audience encouraged to buy and consume Family Mart products after seeing advertisements on social media Instagram Family Mart.

4. *Action*

Judging from the measurement of the criterion score, it is included in the category of the average percentage of answers agreeing and strongly agreeing in the action dimension and based on the measurement of the average score, it is included in the effective interval level of the average score in the action dimension.

With the contribution of the percentage of agreeing and strongly agreeing and the average score, namely advertisements on Family Mart Instagram content are “effective” in making product reviews. In this case, it can be concluded that Family Mart's advertisements on Instagram social media are effective in influencing buying interest as well as the influence of reviews from others, which creates interest in immediately purchasing Family Mart products.

5. *AIDA*

Judging from the combination of each dimension which includes Attention, Interest, Desire, and Action, the results are included in the effective category but within the lower limit, this needs to be a concentration for Family Mart in paying attention to the content created in order to increase its effectiveness. Of the four dimensions, the highest effectiveness value is in the Desire dimension, then Action, then Attention and finally Interest.

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