

## **AIDA Analysis of Creative Instagram Ads: A Case Study of @universalmusicindonesia**

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### **Abstract**

This research analyzes the AIDA model (Attention, Interest, Desire, Action) that Universal Music Indonesia uses to promote its artists. The AIDA model becomes an effective model in developing the marketing strategies of the company. A qualitative method was employed and data was collected using ten unstructured interviews with respondents who had come across Universal Music Indonesia's ads on Instagram (@universalmusicindonesia). It was found that the AIDA model is an important factor for the development of the Universal Music Indonesia's marketing strategies and for a successful promotion of its services. The creative advertisements posted by Universal Music Indonesia are the main reason for this interaction. The AIDA model is of great value in as far as marketing effectiveness of creative advertisement is concerned. Music labels should not ignore some elements of the AIDA model when developing their creative ad campaigns. This study is not without limitations, including the small number of respondents and the focus on only one platform, Instagram. Future studies are encouraged to cover perspectives from the business side and broaden the analysis to more social networks.

### **Keywords:**

AIDA, Creative Advertisement, Social Media, Universal Music Indonesia

## 1. Introduction

In today's world, music distribution faces a lot of challenges and has evolved over the years. As for the past formats, we can mention such as cassette tapes, vinyl discs, and compact discs, they are long gone as they've been replaced by digitalization through media like YouTube, Apple Music or even Spotify. No wonder about the popularity of these platforms, just speaking about Indonesia – this country prefers them. By the year 2023, 713 million people worldwide actively used streaming services, which is a 14% increase compared to the data of 2022 (Dredge, 2024).

In Indonesia, Instagram is the number one social media and in 2023 it had 86.5% (We Are Social, 2023) users, therefore it is handy while marketing music. Social media allows all viral opportunities to be out there and accessible to artists no matter how popular they already are. Given this, music labels like Universal Music Indonesia (UMI) are beginning to employ creative ways of marketing many of their albums on the social media site Instagram.

As per the latest statistics published by We Are Social, Instagram ranks first among social media platforms in Indonesia with a total of 86.5% shares in the year 2023 (We Are Social, 2023), thus, an effective avenue for marketing music. Viral potential on social media can be accessed by any artist, irrespective of their status thus making it easy for any artist to showcase their talent. In light of this, record companies like Universal Music Indonesia (UMI) have effectively employed creative advertisements on Instagram to promote album releases.

The advertising performed on social media is advertisements that have high potential to be creative advertisements as they can be rated by the following indexes: creativity, relevance, engagement, brand consistency, and outcomes. (Altstiel, 2022). Likes, shares, comments, and other interactions with a video or image have aided in making social media a great and ideal source for promoting music.

Universal Music Indonesia is responsible for all the promotional activities surrounding all the albums released internationally by some of the world Whether it's Taylor Swift, Ariana Grande, Billie Eilish, or Sabrina Carpenter. In 2024, these artists put out albums that had different promotional methods such as: Taylor Swift, for example, with her album *The Tortured Poets Department* boasted of creative advertisement focusing on poetry and dark academia themes to emotionally connect with the target audience (Sharma et al., 2022). This effectively utilized AIDA (Attention, Interest, Desire, Action) model, thereby ensuring maximum outreach.

1. **Attention:** UMI captured audience interest through visually appealing and nostalgic promotional content, such as referencing Taylor Swift's iconic *Speak Now* album (Miyashita et al., 2024).

2. **Interest:** Emotional connection was built using handwritten visuals and poetic themes in advertisements, aligning with the album's core concept.
3. **Desire:** Pre-save options and limited-edition offerings encouraged consumers to anticipate the album's release.
4. **Action:** Clear calls-to-action, such as streaming availability announcements, directed audiences toward immediate engagement.

Despite these efforts, comparative sales data highlighted discrepancies in the effectiveness of promotions among artists. For example, Taylor Swift's album achieved over one billion streams and sold 2.47 million copies in its first week, outperforming others like Sabrina Carpenter and Ariana Grande (Billboard, 2024).

While UMI's creative advertising strategies enhanced audience engagement, certain campaigns demonstrated limitations in interaction levels and innovative appeal. These challenges emphasize the importance of tailoring advertising approaches to align with audience expectations and preferences.

This study examines the application of the AIDA model in UMI's creative advertisements on Instagram, focusing on how these ads contribute to promoting music albums. It aims to address risks associated with ineffective advertising and explore strategies for maximizing engagement and commercial success in the competitive music industry.

## **2. Literature Review**

### **2.1 Creative Ads**

The use of creativity is witnessed in the way advertisements target audiences, reinforce brand messages, and effective engagement. Some of them are: creativity, relevance and engagement, brand image, effectiveness measures (Belch & Belch, 2004). Such ads let the audience create an emotional bond and actions in order to portray themselves in the thick world of ads.

### **2.2 Instagram as Social Media**

Instagram is a multimedia and social networking platform to upload photos, videos and other forms of creativity. It was designed in 2010 by Kevin Systrom and Mike Krieger and developed exponentially after its acquisition by Facebook in 2012, incorporating features like Stories, IGTV, Reels, and Shopping. These features help users when sharing content including short videos on Reels or short-lived content on Stories (Julius, 2024). To make this application more interesting for users, Instagram Music allows them to use music when posting any content (Sulianta, 2015). It is also the easiest platform to use with attractive content, business accounts and shopping features that help in business growth, making it a darling to many users aged between 18-29 years (Swan, 2019).

In this regard, Tik Tok is not devoid of its shortcomings, especially concerning privacy issues, the spread of false information and user addiction which negatively impact productivity (Swan, 2019; Viki, 2023). In Indonesia, by the end of August 2024 the number of Instagram accounts already reaches 90,183,200, with users predominately aged between 25 - 34 years and 54.2% of which are women (Julius, 2024). The average music posts received varying levels of user engagement with Reels emerging as the most engaging format. On average, a single post from various industries receives about 1.22% in engagement. The posting of videos together with relevant hashtags were relevant in increasing interaction from posts (Newberry, 2024). A good Instagram usually has the following components:

- 1. Photos or Videos (Visual Post)**

Visuals grab attention and stop users from scrolling.

- 2. Caption**

Adds context to posts and includes a call-to-action (CTA) at the beginning, with hashtags or additional info at the end.

- 3. Audience Interaction (Likes and Comments)**

Likes and comments boost engagement by allowing audience feedback.

- 4. Hashtags**

Expand reach using specific and relevant hashtags aligned with the target audience.

- 5. Geotags (Location Tagging)**

Helps users discover content by location but is unnecessary for ads targeting broader audiences (Furey, 2019).

## 2.3 AIDA

The AIDA model (Attention, Interest, Desire, Action) is a helpful framework that advertises itself by providing guidance to marketers' activities. It starts by gaining attention through effective visuals, then interest by keeping the audience with the relevant and interesting content, then generating desire by appealing emotions or presenting value propositions, and finally, action by clear calls to action (Kotler & Armstrong, 2012).

This method helps to provide an orderly avenue for the consumer action and decision-making process. The indicators of AIDA are as follows:

- 1. Attention:**

**Indicators:** How often the ad is seen, the appeal of its visual elements, and the perceived usefulness of the ad (Kotler & Armstrong, 2012).

- 2. Interest:**

**Indicators:** Clarity of the information delivered, effectiveness of the chosen media, and audience impressions after seeing the ad (Sharma et al., 2022).

- 3. Desire:**

**Indicators:** Whether the ad provides adequate product information, builds consumer trust, and inspires intent to purchase (Sharma et al., 2022).

4. **Action:**

**Indicators:** Clarity of the purchase process, confidence to buy, and whether the product matches expectations set by the ad (Hassan et al., 2015).

### **3. Material and Method**

#### **3.1 Design Study**

##### **3.1.1 Research Location and Duration**

The research was conducted in Jakarta over a period of two months, from November to December 2024.

##### **3.1.2 Research Design**

The study uses a qualitative approach and relies on a descriptive methodological approach in order to grasp the phenomenon experienced by the research subject which is the Instagram account of Universal Music Indonesia (UMI). It seeks to explain a case of creative advertising that has been done to aid in the marketing of the album Taylor Swift through the AIDA model.

##### **3.1.3 Data Sources and Sampling**

**Primary Data:** Collected through in-depth, unstructured interviews with Instagram users who meet specific criteria.

**Secondary Data:** Gathered from academic journals and other literature.

**Sampling Method:** Purposive sampling was used to select participants who: Follow UMI's Instagram account, are aged 17–43 years, are familiar with UMI's promotional content, have interacted with or been influenced by UMI's recent album campaigns and a total of ten participants were interviewed for the qualitative analysis.

#### **3.2 Data Analysis**

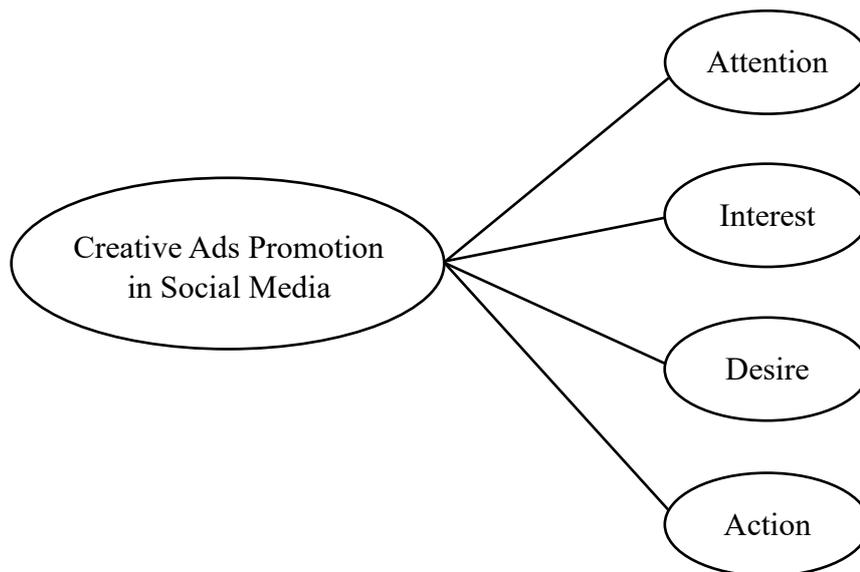
##### **3.2.1 Data Collection Techniques**

Data collection utilized unstructured, in-depth interviews for primary data and literature review for secondary data. Interviews were conducted through online meetings to explore participants' experiences and perceptions of UMI's creative advertisements.

##### **3.2.2 Data Analysis**

The data was analyzed qualitatively to identify patterns and themes related to the effectiveness of creative advertisements in engaging audiences and driving promotional success based on the AIDA framework.

**Figure 1.** Research Model



#### **4. Result**

In this research, the analysis of the available data revolves around the viewpoints and the firsthand experiences of the consumers which tend to give a wider understanding how successful the promotions on the Instagram account of Universal Music Indonesia are from the AIDA model all through the consumer's eyes.

The researcher is going to base the informants on the said theory according to (tba) on the customers approach towards a promotion which includes the comprising of attention, interest, desire, and finally action.

##### **1. Attention Element**

*“Oh iya sih, iya sering lihat iklan kreatif album itu karena aku kebetulan follow Instagram-nya juga.” (L)*

*“Kadang beberapa kali muncul sih, cuman muncul Taylor Swift doang kebanyakan. Kalau jadi penyanyi lain malah jarang, kecuali aku gak juga di Instagram mereka. Baru itu aku tau kan mereka juga suka diposting sama umumnya” (AD)*

*“Aku seringnya ngeliatin visualisasi nya juga sih kalau untuk penyanyi lain itu sama juga visualisasi ya, sama sekali audionya yang mereka pakai” (IK)*  
*“Menurutku iklan yang informatif harus ada detail tanggal rilis dan bisa denger di mana aja sih” (MK)*

Based on informantss’ statements, the researcher obtained information that elements that can capture attention in creative album advertisements include appealing visuals, the use of appropriate audio, as well as the presence of detailed information such as the release date and listening platforms. Additionally, this is often mentioned on official social media accounts followed by the participants.

## 2. Interest Element

*“Sebetulnya postingannya agak nge-repeat, tapi aku suka iklan kreatif yang ngegambarkan lagu atau albumnya dan jadi dapet gambaran ada lagu apa aja” (EP)*

*“Pesan yang disampein sebenarnya jelas, bahkan kesannya effort-less tapi tetep bisa mencakup semuanya, kayak cta-nya terpusat jadi satu yaitu dengan klik link bio dan paling tanggal rilisnya sih” (AF)*

*“Aku paling suka asset-aset foto yang dipilih dan jadi pusat di iklannya gitu, kayak mereka oke sih milih asset foto yang sesuai banget banget sama tema albumnya, karena kan ada yang penggambaran promosi sama albumnya atau lagunya tuh beda” (A)*

The informants mentioned above state that among other factors, the music on the advertisement directed towards the album or song cover, the advertisement bearing some particular objective, and in general the advertisement’s CTA being “click the link in bio”, can be creative in uniting the audience towards the creative ads. As well as, viewers can be intrigued by creative ads that have images that correlate with song or album content because they provide insight into what the collection will revolve around.

## 3. Elemen Desire

*“Sebenarnya percaya sama iklan apa aja, tapi kalau iklan kreatif beda aja rasanya, karena jadi kayak ada tarikan tersendiri gituloh”*

*“Biasanya aku perlu lihat akun yang post juga sih, karena jaman sekarang tuh justru walaupun kreatif tapi bisa jadi cuma orang iseng”*

*“Menurutku di sini gak perlu iklan kreatif bukan bikin percaya tapi bikin kita jadi mungkin jauh lebih tertarik atau kena empati aja gitu kalau lihat iklan kreatif”*

*“Visualisasi tuh jadi kayak faktor utama gitu sih buat beli albumnya, aku demen aja gitu ngebayangin vibesnya dan gambaran albumnya emang aesthetic banget”*

*“Kebetulan aku tuh beli albumnya yang versi ke-3 dan aku beli itu karena itu ada di iklan satu lagi yang menurutku lebih menarik, dan iya sih baru ngeh juga ya karena iklan itu aku jadi beli”*

By the statement of some informants, the investigator learned that the element of desire in creative ads can be enhanced the sensitive visuals that support the album theme as such visuals can communicate the essence of the album. The faith in the source endorsing the advertisement is also an important aspect. Besides, ads of this character not only cause an influence of trust but can also engage one's attention in a more deeper level and arousing feelings which would make the target audience buy the product. However, a few informants were of the view that trust is determined by the account, which posts the advertisement.

#### 4. Elemen Action

*"Nah aku Sukanya walaupun informasinya gak bikin iklannya kelihatan penuh, tapi tetep bisa dapet informasi penting, kayak beli di mana gitu"*

*"Aku nangkepnya selain kapan albumnya rilis juga kita jadi tau bisa dengerin di mana aja dan bagaimana caranya kalau mau beli album fisik juga dan itu terpusat di satu call to action gitu jadinya seamless tapi infonya lengkap"*

*"Kayaknya aku harus pertimbangin tuh aku pasti cek dulu reviewnya dan apakah yang ada di postingan (iklan) itu tuh udah sesuai sama albumnya, apalagi kan banyak versi ya yang mereka jual"*

*"Kebetulan aku tuh beli yang versi ke-dua dan itu menurutku persis sama apa yang diiklanin sih, apalagi penggambaran lagu yang ada di dalemnya, cuma emang beberapa lagu itu kurang dapet highlight gitu di iklan, tapi overall persis banget"*

*"Menurutku mungkin iklan itu cuma akan ngaruh ke non swifties (panggilan fans Taylor Swift) ya, kebetulan aku juga udah nge-fans dan iklannya gak begitu mempengaruhi aku untuk beli, cuma emang lebih menarik dari iklannya album artis lain"*

*"Di sini UMI emang kayaknya sengaja ngasih treatment yang beda dan itu berasa banget, aku lebih tertarik beli yang Taylor Swift karena penggambaran lagunya tuh bener-bener ditunjukin di iklan jadi ada kesan emosional tersendiri dan iklan itu bener persis dengan lagunya"*

Some participants in the research reported that the action element in creative ads could be built by providing information such as, 'Where can I buy this album?', 'Where can I listen to it?', or 'When was it released?'. Making that kind of a call to action in an advertisement has the purpose of increasing the chances of action taken by the audience. Another aspect that one must be concerned regarding the ad is the relatedness of the content with the album that is to be advertised. For the ones who are not fans of the song being advertised, many of them never buy- the emotional component focused in the song within the depiction of the ad is a significant purchasing behavior trigger for them. On the other hand, the creative advertising is interesting to the fans as well however they pose that purchasing of the product is entirely out of love for the given artist, it is quite clear for them that ads in any case do not affect their decision.

## 5. Discussion

In the **attention** block, the research findings suggest that the target audience for creative album advertisement campaigns has their attention captured due to several prominent factors of the album. They noted that it was appealing to have images especially aesthetic ones that corresponded with the album's theme. This is complemented by providing audio that corresponds with the album cover for enhanced experience. In addition, the mentioning of facts such as when the album was posted, and where to listen to it, is equally important in getting the people's attention as some respondents were keen to feel this information. Suggestions were also made on the need to engage in regular postings on the official social media pages as this improved the appeal, although moderation should be taken to avoid overkill. These factors give credence to the view whereby both visual and the informative aspects are critical in attracting audience attention.

During the **interest** stage, the audience's participation in ads of a more creative nature depends on how well the visual theme correlates with the content of the album or song being advertised. Video clips that can encapsulate the whole theme of the album are what brings the fans in not wasting their time as it gives them first hand taste of what they can expect. The respondents also pointed out the usefulness of having a clear message with a narrowed direction, and a single CTA such as 'link in bio' as one of the aspects that helps to boost their interest. Although some informants did say that the posts were rather boring as they appeared to be repetitive, this was not entirely a set back as long as the content being displayed still remained relevant and captivating. These results also support the notion that visual features and components of the message are well organized can enhance the audience engagement towards the product.

In the case of the **desire** block, the target audience's wish to buy the product is mediated by appealing visual artworks that are relevant to the theme of the album. Some informants claimed that convincing adverts exert an emotional trust on them thereby increasing their attraction but trust in the ad also meets the credibility of the post. Further, the concern that is built through the visual ad image and narration adds value to the targeting which is aimed at the consumers that already have an interest in the product. This indicates that creativity in advertisers does not only emphasize on gaining trust but most importantly on building emotions which relates to wanting to buy.

At this stage, the **action** block yields specific criteria pertaining to the conduct of the audience who are provided with the information in a precise and thorough manner during the action block. Informants made us understand that the provision of relevant materials e. It is reasonable to request to purchase an item such as an album and expect the audience to comply. Besides, effective target marketing helps in gaining the confidence of the audience. The emotional portrayal through the songs depicted in the music video also provides strong response especially among non-fan audiences. But for loyal fans, the decision to purchase is usually guided by

their abrasion to the artist and not necessarily on the creative ads that are equally effective.

## **6. Conclusion, Implication, and Recommendation**

### **Conclusion**

From the research results, the following conclusions regarding the AIDA elements (Attention, Interest, Desire, Action) concerning the AIDA effectiveness in creative ads on Instagram are determined:

- 1. Attention**

Aspects such as visually appealing graphics, the right sounds applied in the ad, and other crucial bits of information such as the date and sites for listening to the ad also serve to grasp the attention of the audience. The regularity of posting on the official accounts also improves the visibility of the ads.

- 2. Interest**

Audience perception is also expanded through the use of the album or song associated visual images, bold statements, and action cues that are easy and directly targeting the interest of the viewers. The elements discussed above in unison give a good teaser of the album to the viewers.

- 3. Desire**

To a certain extent, the visuals of the product (images) and the relevant theme are sufficient reason that creates a sentiment that compels one to desire to buy the product. To a greater extent, the credibility of the account posting the advertisement and the feelings generated by the creative advertisement are some of the factors that contribute to this.

- 4. Action**

To buy the album or listen to it, the audience only needs to be told pertinent details like where to buy it, which channels have it as well as the date on which it was released. The congruence between the advertisement and the product that is being promoted also adds to the reasons why the audience should be encouraged.

### **Implication**

- 1. Improving the Efficiency of Advertising**

Appealing graphics and sound features can greatly enhance the attention of the target audience. Businesses are able to focus their spending on these aspects so as to enhance the attractiveness of their advertisements.

- 2. The Importance of Clear Message Delivery**

A well framed and appropriate message arouses the interest of the audience. This implies that communication in the context of creative advertising should be well strategized.

- 3. Emotional Attachment as an Attraction**

The appeal that is created through images presented and the story of the advertisement increases the urge of the targeted audience to buy the advertised products. This aspect can be embraced in a number of sectors in order to increase interaction with the customers.

**4. The Role of Call-to-Action**

A CVA call-to-action that is concise has been shown to ease the audience in taking action. Companies should be able to improve this aspect so that the audience is directed to the purchase such as making the buying the last step.

**Recommendation**

**1. Optimizing Visual Design**

Use visual elements that are relevant to the album's theme and aesthetically appealing to create a strong attraction during the attention and desire stages.

**2. Social Media Posting Strategy**

The frequency of posts on social media should be planned to maintain consistency without feeling repetitive. Content variations such as short videos, infographics, or behind-the-scenes footage can enhance audience interest.

**3. Focused Use of Call-to-Action**

Create clear calls-to-action, such as direct links to album purchases or listening platforms, and ensure that key information is delivered concisely in the ad.

**4. Strengthening Emotional Elements**

Add storytelling or emotional narratives that are relevant to the album's theme to build a deep connection with the audience and encourage the desire to buy.

**5. Enhancing Account Credibility**

Ensure that the official social media account has strong and consistent branding so that the audience trusts the information being conveyed.

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