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Analysis of the Application of AIDA (Attention, Interest, Desire, Action) in Kanzler Nugget Advertisements with Brand Ambassador Nicholas Saputra

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Abstract: Digital marketing has become an important element in marketing strategies to reach audiences effectively and efficiently. In the promotion of Kanzler nugget products, the company utilizes digital media to strengthen the product figure by cooperating with handsome actor Nicholas Saputra as brand ambassador. This research aims to analyze the application of the AIDA model (Attention, Interest, Desire, Action) in Kanzler nugget advertisements. The method used is descriptive qualitative by highlighting the AIDA elements applied in advertisements to build attraction, maintain interest, create desire, and encourage consumer action. The research data was obtained through observation of the latest advertisement released in 2023. The study results show that the selection of Nicholas Saputra as a brand ambassador succeeded in creating attraction while maintaining consumer interest in consuming Kanzler nugget variants with bubble crumb innovation. This study also revealed that the AIDA-based advertising strategy implemented successfully represented Nicholas Saputra's character as an observative and innovative figure, in line with Kanzler's innovation as the first bubble crumb pioneer in Indonesia. Overall, this ad not only serves to promote nugget products, but also displays Nicholas Saputra's cool and exclusive characteristics. The character also supports the product figure and succeeds in attracting attention, especially women who are the main target of this advertisement.

Keywords: AIDA, Nicholas Saputra, Nugget Kanzler, Advertisement

INTRODUCTION

In the digital era with increasing competition in various sectors, manufacturers are required to implement effective strategies to attract the attention of potential customers and drive them to the purchase stage. Digital marketing is now a major element in marketing strategies, as it enables effective and efficient audience outreach without geographical restrictions, thus reaching the global market. Digital marketing utilizes digital technology and internet networks with the aim of promoting brands, shaping consumer preferences, and increasing sales. In the era of the digital revolution, advertising management is not only limited to designing attractive messages, but also involves a deep understanding of market dynamics, identification of the right target audience, and formulation of strategies that are responsive to technological developments. Advertising is now evolving into a comprehensive strategy, combining creativity with the use of advanced technology. Therefore, it requires an innovative and adaptive approach, where interaction with consumers is not only limited to attracting attention, but also building deep engagement through various digital platforms. As a key medium in a marketing strategy, advertising is designed to promote or introduce a particular product, service, idea or message to a wide audience. With an engaging and persuasive approach, advertising aims to captivate the audience's attention while encouraging them to take specific actions, such as buying products or using the services offered.

Nuggets, as a practical processed food, are a favorite of children and very easy to prepare, so many families, especially mothers, choose to buy them. Kanzler, one of the premium nugget brands in Indonesia produced by PT Macroprima Panganutama (Cimory Group), recently launched a commercial featuring actor Nicholas Saputra. Kanzler presents the first chicken nugget innovation in Indonesia that is coated with Extra Crispy Bubble Crumb. The product is made from selected chicken and specially designed for children, offering a soft texture on the inside but still crispy on the outside. The Kanzler nugget commercial starring Nicholas Saputra is an example of utilizing digital strategies to increase brand awareness while influencing consumer behavior. The ad not only highlights the quality of the product, but also uses Nicholas Saputra's persona to attract attention and create an emotional connection with the audience. Kanzler strategically engaged Nicholas Saputra, affectionately called Nicsap, as the face of their product. Nicsap's appearance in this campaign adorns his face on various platforms, ranging from television, social media, public transportation, to billboards on streets and other public places. The campaign specifically targeted women, who became fans of the actor, with some even willing to watch the ads without skipping them to see his charisma. In addition to creating a stir on social media and a number of public places in Jakarta, Kanzler managed to run an effective product campaign. The marketing strategy of Kanzler nuggets by involving Nicholas Saputra as a brand ambassador is a smart move in attracting public attention and increasing consumer confidence in the product.

This study utilizes the AIDA model, one of the most popular marketing tools, to understand the customer journey from awareness to conversion. The AIDA model is a classic marketing framework that remains relevant in designing effective marketing strategies. First introduced by E. St. Elmo Lewis in the late 19th century, the model is designed to help marketers lead consumers through four key stages: Attention, Interest, Desire, and Action. Over time, marketing experts have developed a deeper understanding of the elements of AIDA and its application in the context of digital marketing and modern consumer behavior. This research aims to analyze the effectiveness of digital campaigns in utilizing each element of AIDA, from attracting

attention, building interest, creating desire, to driving purchase action. With this approach, this study seeks to measure the extent to which the AIDA model can support consumer decision- making to purchase products.

LITERATURE REVIEW

According to Chaffey and Chadwick (2016), “Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives”. This means that digital marketing is the application of the internet and related digital technologies in combination with traditional communications to achieve marketing objectives. Digital marketing has a number of advantages, such as cost-effective, wide reach, can be measured more accurately, easy to monitor, helps build reputation, increases brand awareness, and allows two-way communication with the audience. Meanwhile, according to Purwana et al. (2017), digital marketing is the activity of promoting and offering products or services through digital media online by utilizing various means, such as social networks. Compared to conventional marketing, digital marketing has advantages, including: more efficient because it requires fewer human resources, more cost-effective overall, and provides more optimal results. Some examples of tools or techniques that are often used in digital marketing include:

- a. Search Engine Optimization (SEO): Efforts to optimize a website for top ranking in search engine results, thereby increasing organic visibility.
- b. Content Marketing: The creation and distribution of engaging content such as blog articles, videos or podcasts aimed at attracting and retaining the attention of target consumers.
- c. Social Media Marketing (SMM): A marketing strategy that utilizes social media platforms to build relationships with audiences, increase brand awareness, and drive sales.
- d. Pay-Per-Click (PPC): An advertising model where advertisers pay each time their ad is clicked by an audience, often used in search or display ads.
- e. Affiliate Marketing: A partnership with a third party such as another site or service to refer customers to the company's business on a commission basis.
- f. Email Marketing: Using email as a promotional medium to reach customers with offers, product information, or other marketing content.
- g. Website: Serves as an information center, media for press releases, and a platform for placing advertisements, while making it easier for potential customers to find products or services.
- h. Blog: A section of a website that contains content such as articles, videos, or photos to support marketing through relevant and interesting information.
- i. Landing Page: A special page on a website designed to be the destination of an advertisement or paid search, usually aimed at encouraging actions such as registration or purchase.
- j. Each of these elements complement each other to create an effective and holistic digital marketing strategy.

Advertising is a promotional medium used by companies to introduce and market their products or services. According to Firmansyah in (Lee & Evyanto, 2022), advertising is a message that conveys the meaning of a product using persuasive words, with the main objective of attracting potential customers to the goods or services offered. Meanwhile, according to Tjiptono in (Putri, 2021), advertising is a form of indirect communication that emphasizes the advantages and disadvantages of a product. This communication is designed to create a positive impression and

encourage changes in consumer attitudes to be interested in making purchases. Thus, advertising can be considered a form of one-way communication, in which companies or organizations convey messages to the public through various media. When an advertising strategy is implemented appropriately, the product or service has a greater chance of being widely recognized by the public, thereby increasing interest and potential purchases.

Advertisements can be placed in various media, such as television, radio, magazines, newspapers, and are now increasingly easy to find on the internet (Erlangga et al., 2024). In the ever-evolving advertising landscape, the selection of digital platforms becomes a crucial factor in designing an effective advertising strategy (Safrin et al., 2024). Each digital platform has unique characteristics that attract specific audience segments. For example, Instagram, which features visually appealing content, is perfect for promoting products or services with a focus on aesthetics. On the other hand, YouTube, with its interactive video content format, allows audiences to engage more deeply. With over one billion monthly active users, YouTube provides a vast global stage for product and service promotion, making it an ideal platform to reach a diverse audience (Putra, 2024). Understanding the characteristics of these digital platforms helps companies choose the medium that best suits their campaign objectives, thereby increasing the effectiveness and appeal of advertisements.

To create effective advertising, it is important to understand the AIDA (Attention, Interest, Desire, Action) structure. AIDA is a simple acronym that has long been used as a guide in the product marketing process, summarizing the four main stages of the customer journey. According to Mackey in (Samuel, 2023), AIDA includes: Attention: Draws the customer's attention to the product or service; Interest: Generating customer interest by highlighting the benefits or value offered; Desire: Convincing the customer that the product or service can fulfill their needs or wants; Action: Encourages the customer to take a key step, such as buying the product or using the service. This AIDA model serves as a strategic guide in designing advertising messages that can attract attention, maintain interest, create desire, and ultimately motivate customers to act. According to Virgioni in (Erlangga, et. al., 2024), the indicators included in the AIDA model include:

Attention:

This stage aims to make consumers aware of the existence of the product. Ad makers should grab the audience's attention through creative and prominent ways, such as video ads: Creating unique, fun and entertaining content; creative headlines: If using text, a catchy headline can encourage consumers to read further. According to Kotler & Armstrong (Samuel, 2023), advertising appeal must have three main characteristics; (a) meaningful, i.e. displaying relevant benefits and making the product more attractive; (b) believable, i.e. the message must be believable and convince consumers that the product provides the benefits as promised; (c) distinctive, i.e. the ad must have uniqueness that makes it stand out from competitors.

Interest:

Once consumer attention has been gained, the next stage is to instill interest through relevant product information and persuade consumers to consider the product. Advertisements can include positive reviews or testimonials from other consumers to build confidence that the product is superior to competitors. According to Paulus (Samuel, 2023), to increase interest, there are three important indicators; (a) media effectiveness, namely choosing the right media to publish advertisements; (b)

consumer perception, namely how consumers understand the product after seeing the advertisement; (c) message clarity, namely information must be easily understood by consumers or potential consumers.

Desire:

This stage aims to convert consumer interest into a desire to own or buy the product. What can encourage consumers at this stage is the seller's ability to convince consumers that the seller's product best meets consumer needs and can provide added value. According to (Kusuma, 2023), several ways to increase desire are; (a) special offers, which provide limited time discounts to create a sense of urgency; (b) testers or freebies, which provide free samples or products at lower prices; (c) testimonial content, which displays other users' experiences, including before-after results, to increase trust. Thus, consumers tend to be more interested if they see tangible evidence of the product's benefits, either through live reviews or demonstrations.

Action:

The final stage is to encourage consumers to take action, such as making a purchase or recommending a product. This step also includes strategies to build customer loyalty. According to Kusuma (2023), sellers can design strategies that encourage consumers to repurchase and even promote products to others, such as; (a) purchase appreciation, namely providing greeting cards or discounts for subsequent purchases; (b) special day offers, namely providing special discounts on consumers' birthdays to create an emotional connection; (c) after-sales guarantee, namely providing an easy warranty system, complaint service, and refunds. These actions not only encourage repeat purchases but also encourage consumers to promote the product to others, organically expanding the brand's reach.

In other words, AIDA is the psychological process that consumers experience in determining purchasing decisions. This process starts from the stage where consumers pay attention (Attention) to a product or service. Next, consumers enter the Interest stage of the product. After that, it develops to the stage of interest or desire (Desire), where consumers feel that the product offered is able to meet their needs. When consumers' desire and interest are strong enough, either due to internal or external encouragement, they will make the decision to buy (Action).

There are several relevant studies regarding the analysis of the AIDA concept. One of these studies used quantitative methods to examine the effect of advertising based on the AIDA concept on purchasing decisions for Lifebuoy bath soap among Depok residents. Research conducted by Arianto (2017) concluded that the "desire" variable in the AIDA concept has the most dominant influence on consumer purchasing decisions compared to other variables. Meanwhile, another study by Sunanto (2017) also used quantitative methods to analyze the effect of the effectiveness of Indomie TV commercials based on the AIDA model on consumer buying interest. The results showed that the "action" variable was the most dominant factor influencing consumer buying interest compared to other AIDA variables. Both studies have examined the effect of the AIDA concept on Lifebuoy and Indomie advertisements with a quantitative approach. Therefore, the author feels the need to conduct research with a different approach, namely the qualitative descriptive method, to analyze the application of the AIDA concept in Kanzler Nugget advertisements with Brand Ambassador Nicholas Saputra.

While business doesn't always run smoothly, implementing clear systems in this process can enhance positive customer experiences. In fact, good complaint handling often has a positive impact on brand awareness. Amidst the development of

the digital era, the role of brand ambassadors (BAs) has become a key pillar in an effective marketing strategy. Brand ambassadors are individuals or groups appointed to represent and promote a brand or company (Krisna, 2023). As a public figure or influencer, BAs are able to attract attention while building a close relationship with the audience. They are not only the face of a brand, but also play a role in creating an emotional connection between consumers and companies. Agustin & Amron (in Tjoa et al., 2024) revealed that companies and businesses often work with influencers to attract audiences through creative and informative promotional content. Guptaa (in Tjoa et al., 2024) also explains that influencers play an important role in social media marketing by initiating, inspiring and increasing brand awareness. Therefore, working with influencers or BAs that fit a particular product or service allows the message to be more relevant to the target audience and expands the brand's reach. Overall, brand ambassadors are an important element in a successful marketing strategy. A BA's authenticity, credibility, and appeal help brands convey their identity more effectively and optimally achieve marketing goals.

METHODS

This research uses a qualitative descriptive analysis method. The focus of the research lies on data in the form of digital material contained in the Crispy Chicken Nugget Kanzler with Extra Crispy Bubble Crumb advertising video featuring Nicholas Saputra. The research data was obtained directly from the advertising video which was aired on the YouTube platform.

The data collection technique was carried out by the author through direct observation of digital documents in the Crispy Chicken Nugget Kanzler with Extra Crispy Bubble Crumb advertisement. The digital documents include video shows that contain audio, visual, text, and comments from the audience. Data analysis of these documents used the descriptive content analysis method with the AIDA (Attention, Interest, Desire, and Action) approach. Content analysis focuses on both explicit and implicit video content (Tjoa et al., 2024).

RESULT AND DISCUSSION

AIDA analysis is a very relevant approach to examine the message in Nicholas Saputra's Crispy Chicken Nugget Kanzler advertisement. The author will describe the application of AIDA in the advertisement through figure clips that are considered to represent the application of effective messages in conveying the purpose of the advertisement.



Figure 1

The application of AIDA to the figure section can be interpreted through the following explanation:

Attention

The visual elements in the advertisement, such as the appearance of a handsome man looking directly at the camera while holding a bubble crumbs product, are designed to grab the audience's attention. In addition, the use of the text "First with Bubble Crumbs" emphasizes the uniqueness, exclusivity, and innovation of the product, thus differentiating it from similar products on the market.

Interest

The phrase "First with Bubble Crumbs" is designed to arouse consumers' curiosity, while also fostering their interest in understanding what makes this product special compared to others.

Desire

The visual of the food product that looks appetizing, with a crispy and attractive appearance, triggers consumers' desire to try it. In addition, the scene of someone enjoying the product strengthens the advertising message by instilling the idea that consumers can feel the same satisfaction.

Action

This advertisement is equipped with a QR code that functions to encourage the audience to take immediate action, such as visiting the website, buying the product, or looking for more information about the product.

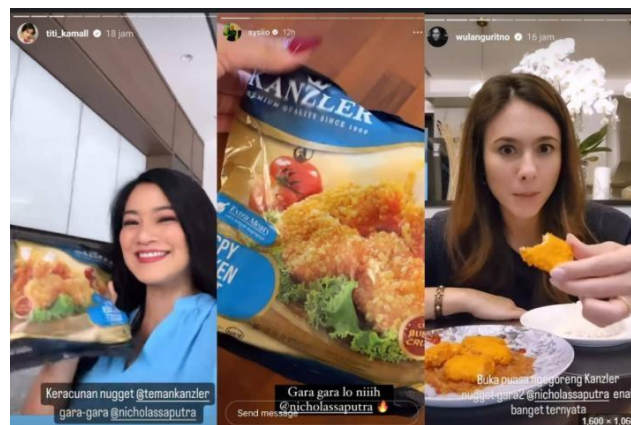


Figure 2

In figure 2, the AIDA concept in marketing is applied to analyze how brands encourage consumers to be interested and take action. Here is an explanation of the application of the AIDA method in the figure showing several influencers promoting chicken nugget products:

Attention:

The use of Public Figures or Influencers in each upload has succeeded in attracting the attention of followers on social media. In addition, the Kanzler Crispy Chicken product packaging is displayed clearly, so that consumers' focus is immediately on the brand and product being promoted.

Interest:

Positive testimonials such as "because of you" and "really delicious," accompanied by expressions of satisfaction from influencers, are able to arouse the audience's curiosity. The personal experiences shared by influencers when trying the product create an emotional connection with the audience, so that they feel more interested and curious to try the recommended product.

Desire:

The value of the product in figure 2 is strengthened through expressions of enjoying the food and recommendations from influencers, which increase consumers' desire to experience similar "enjoyment." The exclusivity and trend seen from the many influencers who enjoy this product create the impression that the product is popular and worth trying. Sentences or texts such as "breaking fast frying Kanzler nuggets because of @nicholassaputra really delicious" strengthen the emotional connection with the special moment, namely breaking the fast. By associating the Kanzler Nugget product with the tradition of breaking the fast, the brand creates a desire in consumers to make these nuggets part of their routine or special occasions. The moment of breaking the fast, which is often associated with appetizing food, is reinforced by the word "ngegoreng" or frying which gives the impression of warm, fresh, and delicious food, thus further encouraging consumers to try the product.

Action:

The implied call to action is seen through the tagging of the product's official account and the use of a reference code or hashtag, which encourages the audience to find out more, buy, or try the product. Easy access through the Instagram account and product tags makes it easy for the audience to go directly to the sales or promotion platform. In addition, from figure 2, the words related to breaking the fast from one of the influencers indirectly motivate consumers to take action, such as buying the product and making it part of the breaking the fast menu during the month of Ramadan. The sentence provides practical advice on when and how to enjoy the product, thus encouraging consumers to take action immediately.



Figure 3

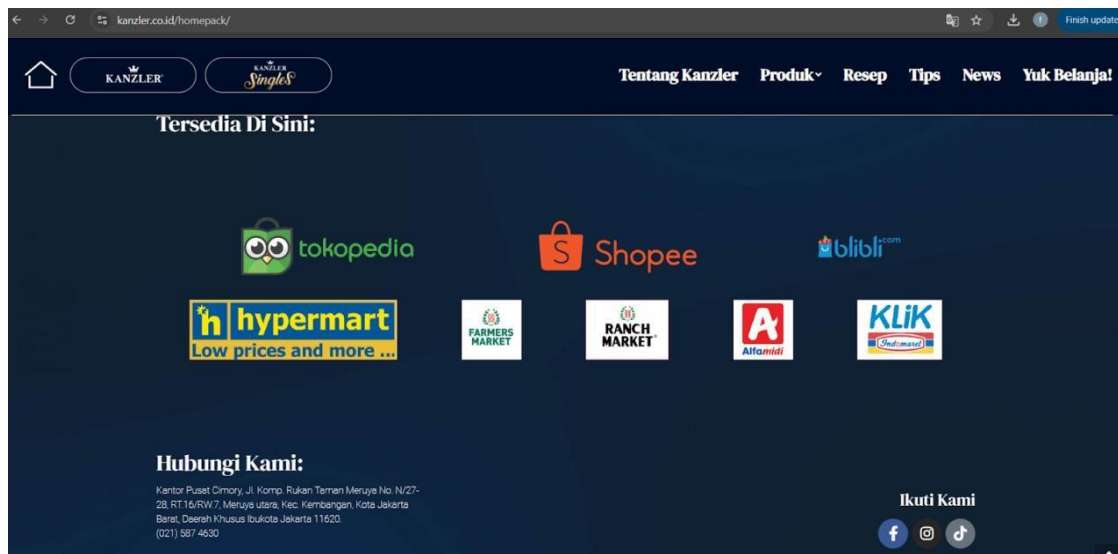


Figure 4

The ad reflects the digital marketing elements that support the AIDA method. Here's how digital marketing strengthens each AIDA element:

Attention:

This advertisement utilizes online platforms such as social media, e-commerce, official websites, and marketplaces to reach active digital audiences, ensuring that the advertising message is seen by many people. In Figure 3, the sale of Kanzler Nugget displayed on one of the popular marketplaces, especially among women, attracts the audience's attention with the relevance of the platform. The visual of Nicholas Saputra, a public figure, is displayed in a relaxed pose while holding a nugget, which effectively attracts visual attention and increases the appeal of the advertisement.

Figure 4 shows that Kanzler's official website provides quick information about where to purchase the product, reinforced by the phrase "Available Here," which entices the audience to find out more about the availability of the product. This product is also shown to have a wide distribution coverage, not only available on online platforms such as Tokopedia, Shopee, and Blibli, but also in offline stores such as Hypermart, Farmers Market, Ranch Market, Alfamidi, and Indomaret, thus strengthening the appeal and ease of accessibility for consumers.

Interest:

In figure 3, the low price promotion with the sentence "Only 14,000" attracts the attention of the audience who tend to look for the best deals. This promotion encourages the audience to explore further because it provides additional value that is immediately visible. The presence of the product in the marketplace allows the audience to engage interactively with the ad content, such as by clicking on the ad to explore more product details, which ultimately increases their interest. Meanwhile, figure 4 shows the availability of the product on various online and offline platforms, which attracts the audience's interest because it provides flexibility in purchasing. This information makes it easier for the audience to find and buy the product, thus increasing the appeal of Kanzler Nugget.

Desire:

In figures 3 and 4, the ease of access to information provided by digital ads allows the audience to immediately see the product, user reviews, and mouth-watering food

photos. These visuals and reviews are effective in increasing consumers' desire to try and buy the product.

In addition, this ad is likely to be specifically targeted through the digital platform algorithm. Audiences who have searched for fast food products or similar categories will be more likely to see this ad, creating stronger relevance and driving the desire to buy Kanzler Nugget.

Action:

Digital marketing makes it easy for audiences to make transactions directly. In figure 3, the orange button with the words "Buy Now" allows audiences to be directed directly to the purchase page on e-commerce with just one click. In addition, the "Share" button makes it easy for users to share this ad with their network, thus expanding the reach of the ad organically. In figure 4, the presence of various marketplaces connected through the official Kanzler website allows audiences to choose their favorite purchasing platform. By clicking on one of the marketplace links, audiences are directed directly to the product page on the selected platform, providing a quick and easy purchasing experience. The contact information and social media icons located at the bottom of figure 4 also provide opportunities for consumers to contact the brand or follow their social media accounts. This opens up space for further engagement and ensures consumers stay updated on the latest products or upcoming promotions.

CONCLUSIONS

Based on AIDA analysis, Kanzler nugget advertisement with Nicholas Saputra published through digital media successfully fulfilled all stages in the AIDA method. Starting from attracting attention, building interest, growing desire, to encouraging purchasing actions, all stages of AIDA were achieved well through the right digital marketing approach. This strategy is not only effective in increasing brand awareness but also in encouraging real action from the audience. The advantage of digital marketing in the AIDA method is as a real-time engagement where the audience can interact directly either by clicking on links, giving comments, or buying products. Then it also functions to do tracking and analytics through the company's digital platform to track how effective the advertisement is based on clicks, impressions, or purchase conversions. In addition, the AIDA method has systematically created a longer duration in the audience's memory of the popularity of the advertisement even though it has finished airing, this advantage makes Kanzler nugget production sustainable and profitable.

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