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Analysis of the Implementation of the AIDA Model (Attention, Interest, Desire, Action) in Amanda Luwak White Coffee Advertisement

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Abstract: Effective business communication is an important factor in the competition of the modern business world. This study aims to analyze the application of the AIDA (Attention, Interest, Desire, Action) model in Amanda Manopo's version of the Luwak White Coffee advertisement. The AIDA model is used to understand how elements in advertising attract attention, build interest, create desire, and drive consumer action. The research method used is a qualitative approach by analyzing visual content and advertising narratives. The results of the study show that Amanda Manopo's version of the Luwak White Coffee advertisement has succeeded in attracting attention through the use of popular celebrities and attractive visuals. Interest is maintained by highlighting the product's advantages, such as taste and aroma. Consumer passion is built through the emphasis on premium quality and positive experiences portrayed by Amanda Manopo. In the final stage, the ad directs the audience to try the product through a clear call-to-action. This study concludes that the application of the AIDA model in the Luwak White Coffee advertisement is effective in encouraging consumer interest and action. The study also provides insights into relevant marketing communication strategies to maximize the impact of advertising in increasing sales and brand loyalty.

Keywords: AIDA Model (Attention, Interest, Desire, Action), Communication, Advertising, Marketing

INTRODUCTION

In order to interact with one another, humans require communication. Communication is a way to establish relationships between individuals. As social beings, humans need communication to interact with each other. Communication is

the process of conveying information from the communicator to the recipient for specific purposes (Parid, 2020). In today's business world, effective business communication can help overcome fierce competition. Introducing products and providing incentives encourage people to make purchases. Every communication process has a goal, which is to change the attitude or behavior of the information recipient.

People who can communicate well with others will be more interested in purchasing available goods (Buulolo, 2022). Business communication is the communication used in the business world, encompassing both verbal and non-verbal forms of communication. Oral communication is done in writing or directly, and much time is spent on gathering information rather than disseminating it. Non-verbal communication, often spontaneous, such as facial expressions, can help assess someone's leadership potential. In business, verbal and non-verbal communication play a crucial role in product promotion and persuading business partners, creating an influence on the recipient through compelling messages, thus generating interest in the offered products or services (Erlangga, Gogali, Utomo, 2024).

Advertising is a way to convey information about products, services, and ideas with the aim of attracting public interest for purchases. In advertising activities, strategies are certainly necessary. In the process of an advertisement, its purpose is to provide information related to the offered product. Advertising is one of the tools in the promotion mix, which consists of five tools (Kotler in Lukitaningsih, 2013). Besides advertising, there are sales promotions, public relations, direct sales, and individual sales. However, advertising is the most common. Advertising helps marketing by building relationships with customers and assisting businesses in facing competitors. This occurs even though it does not directly cause purchases.

Advertising fundamentally aims to alter or influence the perception of the audience, especially consumers. Advertisements appear with the purpose of provoking and influencing customers by introducing goods and services. This will encourage consumers to follow what the producer desires. Advertising also serves various objectives, such as making people aware of new products or brands, informing them about the features and advantages of products or brands, shaping specific perceptions about products or brands, and motivating people to purchase the advertised products or brands. Its main goal is to enhance customer interest in the company's products, ultimately resulting in long-term sales profit (Bendixen, 1993).

The hierarchy of effects theory assumes that consumers go through several stages before deciding to purchase a product, considering factors such as identifying needs and the value of a product through awareness, knowledge, interest, and preference. In advertising, there are several things to consider, such as a compelling headline that conveys the product message to potential buyers, as well as the font used for the product, which impacts visual perception. Additionally, in packaging, a strategy is needed, including using beautiful and artistic colors that align with the product theme. The goal is to increase buyer awareness, influence interest, and shape buyer perceptions by highlighting the benefits and unique features of the offered product.

According to Mon Lee and Carla Johnson (2011), as cited in I. Wirasari, (2018), advertising is commercial and nonpersonal communication related to an organization's products, transmitted to a target audience through mass media. Examples include important roles in television, radio, newspapers, magazines, direct mail, outdoor

advertising, and public transportation. The need for advertising in society serves as a link between sellers and buyers, and in marketing, it requires directed ideas and concepts. As explained in Kotler's theory (2005:277, as cited in F. Siregar, 2016), advertising encompasses all forms of non-personal presentation and promotion of goods or services by specific sponsors that must be paid for.

Globally, it is not far off, but the higher complexity scale is closely related to the awareness of the importance of branding, expanding market share, and increasing sales through various strategies, creating brand image, and the ability to overcome global competition. Functionally, advertising is used as an information bridge about commercial goods to consumers. It convinces consumers to choose the offered product by considering their needs and offering the quality of a product. Certainly, marketing a product in the era of globalization experiences rapid changes. Adaptation is something that must be considered so that marketing can compete in the global era and survive from previous limitations in marketing.

Therefore, the planning of an advertisement requires tools to identify the cognitive stages that an individual can go through during the process of purchasing a product or service, namely using the AIDA model. To create an effective advertisement, one must at least understand the AIDA structure (Attention, Interest, Desire, and Action). This can be used to capture people's attention. The target, interest, and desire encompass the interest, prompting people to listen to or read the conveyed message, and the consumer's desire to purchase the product. Encouraging desire and behavior that drives customers to make a purchase (Erlangga, Gogali, Utomo, 2024).

In this study, the author will examine the popular coffee product in Indonesia, Luwak White Coffee. Luwak White Coffee began in 1969. As one of the largest family-owned coffee companies in Indonesia, PT Java Prima Abadi focuses on creating a perfect cup of Luwak Coffee by dedicating countless hours to mastering various aspects of the coffee business and pursuing the perfect brewing process. All of our products are halal certified. The company holds the trademark for Kopi Luwak worldwide, the only registered official name. Kopi Luwak originates from the islands of Java and Sumatra in Indonesia, regions known for high-quality coffee. In these areas, there is also a small animal resembling a civet called *Paradoxurus*, but locals refer to it as luwak. This small animal lives in trees and one of its favorite foods is ripe red coffee fruit, including the beans. Coffee beans are found inside the stomach of civet animals, where they undergo chemical and fermentation processes. These coffee beans then pass through the digestive system and are excreted whole. These beans are collected from the forest floor, cleaned, roasted, and ground like regular coffee. Due to its unique collection method, kopi luwak is not produced in large quantities worldwide. The resulting coffee is said to have a unique flavor, with a rich and heavy taste, along with hints of caramel or chocolate. Other flavors are described as earthy, slightly mossy, and exotic. The texture of this coffee is almost syrup-like, and its taste is very smooth.

The Luwak White Coffee advertisement featuring Amanda Manopo is intriguing because it depicts the intensity of Amanda Manopo's activities, as described in the ad. Amanda is shown to perform well by simply drinking Luwak White Coffee. The ad capitalizes on Amanda Manopo's rising popularity due to the television series "Ikatan Cinta." Her increasing fame benefits the activities she undertakes, as she is widely recognized. This aligns with the benefits of drinking coffee, which include enhancing physical performance and improving brain function. The caffeine in coffee increases

adrenaline in the blood, which can help the body prepare for intense physical activity. This can enhance athletic performance, especially in endurance training (Graham, 2001). Not only that, the caffeine content in coffee is known as a stimulant that acts on the central nervous system, helping to improve alertness, mood, and short-term cognitive function. Caffeine can also enhance concentration and focus (Nehlig, 2016).

By appointing Amanda Manopo as the ambassador for Luwak White Coffee, it signifies that she has a good reputation, expertise in the entertainment industry, and a wide fan base. This helps expand the reach of the advertisement and attract more attention. Overall, the Luwak White Coffee ad concept featuring Amanda Manopo subtly conveys the benefits of coffee consumption in supporting busy activities, wrapped in an engaging visual narrative. With this in mind, the author is interested in examining the advertisement using the AIDA model to identify factors that contribute to marketing success and ultimately lead to video ad-driven purchases.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

AIDA is a simple acronym that has been created long ago to commemorate the four stages of the sales process (Rahmawati, 2022). AIDA stands for Attention, Interest, Desire, and Action. AIDA is a very straightforward model that can be used as a guide. According to Kotler and Keller, the AIDA theory captures attention, arouses interest, generates desire, and compels decision-making (Kotler & Keller, 2008). The AIDA formula is most commonly used to support advertisements. This plan will definitely be realized (Attention). Attention creates awareness of the product (Interest), interest leads to desire for the product, desire generates a longing to own the product (Desire), and behavior drives customers or target groups to purchase the product (Action). AIDA is a marketing model that describes the stages that consumers go through from initial awareness to the decision to make a purchase. This model is widely used in advertising, sales, and marketing to develop effective communication strategies. The following is an explanation of each stage of AIDA (Kotler & Keller, 2012):

1. Attention,

The first stage, where the main goal is to attract consumer attention, can be achieved through the use of visual elements, compelling headlines, or messages that pique curiosity so that consumers become aware of the existence of the product or service.

2. Interest,

After obtaining attention, the next step is to build consumer interest in the product or service. Usually, this is done by presenting information or benefits relevant to the consumer's needs or desires.

3. Desire,

At this stage, efforts are made to create a desire within the consumer to own or try the product. This can be achieved by highlighting the product's advantages, user testimonials, or the added value it offers.

4. Action,

The final step is to encourage the consumer to take action, such as purchasing a product, registering, or contacting the company. A clear call-to-action is crucial at this stage to ensure that the consumer knows the next steps.

Therefore, the AIDA Model can be used to create marketing strategies that capture the attention of customers and encourage them to take action. Marketers can guide customers from initial product awareness to making purchasing decisions through the four stages of attention, interest, desire, and action. This serves as the foundation for

advertising and sales, and can help businesses achieve their marketing goals in a more targeted and organized manner by understanding and implementing each stage appropriately.

METHODS

The research method uses scientific methods to solve problems or develop knowledge. Sugiyono explains that research methods are scientific ways to obtain valid data, with the aim of discovering, developing, and proving certain knowledge so that it can be used to understand, solve, and anticipate problems (Sugiyono, 2018). The author uses the concept of AIDA (Attention, Interest, Desire, Action) in this research. The author can find how this concept is used in Luwak White Coffee advertisements featuring Amanda Manopo by examining elements that contain AIDA. The researcher argues that the AIDA analysis is an appropriate approach for studying this advertisement. The researcher employs qualitative research methodology. Qualitative research is a process of understanding human or social phenomena by creating comprehensive and complex descriptions that can be presented in words, reporting detailed perspectives obtained from informant sources, and conducted in a natural setting (Walidin, Saifullah & Tabrani, 2015). The AIDA model plays an important role because its purpose is to focus on the consumer perspective and design messages in advertisements featuring well-known artists such as Amanda Manopo. An influencer's reach also significantly impacts marketing, and in business, this approach can optimize the sale of products. However, in implementing the AIDA model, it is possible to encounter challenges, as consumers may not always follow a linear path due to the complex and dynamic nature of human behavior. To address this, an alternative approach is to consider consumer interests. Provide a clear message in a product that is easily understood by many people, utilizing various marketing channels both offline and online to reach a wide market share. According to Kotler (in Rizal 2020), marketing channels are a series of interdependent organizational structures involved in the process of making a product or service ready for use or consumption. Then, periodically evaluate the effectiveness of marketing campaigns using influencers in product marketing, and consistently adjust branding across all marketing channels. Evaluation, according to Stufflebeam and Shinkfield (2007), aims to provide information for decision makers.

RESULT AND DISCUSSION

The Luwak White Coffee advertisement featuring Amanda Manopo is one of the advertising campaigns that utilizes a famous Indonesian actress to promote the Luwak White Coffee product. The use of actress Amanda Manopo in the advertisement helps attract a wider audience and enhances the emotional appeal of the ad. Additionally, Amanda Manopo's fame and large fan base lead viewers to believe that busy activities can be managed well by simply drinking Luwak White Coffee.

In the Luwak White Coffee advertisement, actress Amanda Manopo is portrayed as having various busy and energy-draining activities, as well as good concentration. Amanda Manopo's energetic appearance illustrates that to present oneself in such a manner, one must have a healthy body and strong focus. An advertisement should convey positive and inspirational messages, often achieved through the narration used in the ad. These messages aim to inspire viewers to engage in their busy activities more effectively and energetically with the help of Luwak White Coffee.

The appropriate AIDA analysis in researching the message in the Luwak White

Coffee advertisement Version by Amanda Manopo. The author will explain the application of AIDA in the advertisement through the image excerpts that the author indicates as a good message application in the advertisement.

1. Attention

This advertisement successfully captures the viewers' attention by featuring Amanda Manopo, a famous celebrity in Indonesia. The use of bright colors and appealing visuals also helps to captivate the audience from the beginning, along with the concise and engaging storyline of the actress's busy life. With visualization showing a cup of coffee in a supportive atmosphere, it creates a warm impression in conveying an advertisement. The use of everyday habits in visual techniques also captures the audience's attention, and an appealing advertisement can distinguish itself from competitors. Creating concise titles that pique the audience's curiosity to try the offered product. Presenting complex information in a simple and easily understandable manner will capture the audience's attention, and incorporating unexpected twists can leave a lasting impression. Using appropriate audio narration can also set a specific mood and enhance the audience's memory of the product being offered.

2. Interest

After capturing attention, the advertisement maintains interest by highlighting the product's advantages, such as its delicious taste and enticing aroma. Amanda Manopo is seen enjoying the coffee, which adds to its appeal for viewers. There are several things to consider in order to attract the audience in an advertisement. One of them is to provide a depiction of a daily activity that is tiring, and then offer a solution by drinking a cup of coffee to overcome fatigue during busy activities. Coffee has various benefits, such as improving focus, energy, and feelings of happiness due to its caffeine content. Factors that influence the caffeine level in luwak white coffee include whether the luwak consumes robusta beans, which tends to result in higher caffeine levels compared to when the luwak consumes arabica. Naturally, this becomes a way to block adenosine receptors, molecules that occur naturally in the human body and help regulate the sleep cycle.

3. Desire

The advertisement arouses consumer desire by emphasizing the premium quality of Luwak White Coffee and how this product can be a part of a pleasant daily routine. Amanda's satisfied expression after drinking the coffee encourages the audience to have a similar experience. Several factors influence the audience's desire to try the experience of tasting Luwak White Coffee. Visually, in the advertisement, supporting actors perform various work activities while the actress enjoys a cup of coffee, thereby strengthening the viewer's desire to try the product. Emotional associations, such as coffee commercials, often evoke positive emotions. Coffee advertisements showcase various activities, allowing viewers to feel a connection and imagine experiencing the product in real life. Additionally, an individual's lifestyle influences their desire to try different types of coffee, including Luwak coffee. Several factors influence the audience's desire for the product offered by Kopi Luwak White Coffee. Customer reviews, endorsements, and influencers can enhance consumer trust and encourage them to try the product. The unique taste associated with a famous actress can create a sense of exclusivity. Additionally, relevant advertising that connects emotionally with the audience, appealing visual design, high-quality images, and creative videos can increase product appeal.

4. Action

As a final step, amidst Amanda Manopo's busy schedule, she invites the audience by providing the tagline "Now I'm here because of (featuring Luwak White Koffie products)" to try Luwak White Koffie themselves. Clear information about product availability and a direct invitation to consume it are conveyed, encouraging consumers to take action.

The sentence enclosed in translates to: "End with information about where to purchase or special promotions. A clear call-to-action encourages viewers to immediately take steps to enjoy the offered coffee. Then, the coffee advertisement provides a slogan with the aim of increasing interest and leading viewers to experience the Luwak White Coffee product. Like the slogan 'Luwak White Koffie is always with me,' it creates the impression that the offer for the product explains that coffee is a solution in daily activities and provides a sense of urgency due to human limitations in self-control when faced with fatigue. Because the time to act is very short. Additionally, using the AIDA model, it encourages consumers to take real action through various appropriate strategies."

CONCLUSIONS

This study demonstrates that the application of the AIDA (Attention, Interest, Desire, Action) model in the Luwak White Coffee advertisement featuring Amanda Manopo effectively enhances consumer interest and action. At the attention stage, the use of a renowned celebrity like Amanda Manopo, engaging visuals, and a concise narrative about her busy activities successfully captured the audience's attention. The interest stage was maintained by highlighting the product's advantages, such as its delightful taste and appealing aroma. At the desire stage, consumers were encouraged to have a positive experience through an emphasis on the product's premium quality and narratives relevant to daily life. The action stage was reinforced with direct invitations and slogans that directed the audience to try the product. The analysis reveals that the AIDA-based marketing communication strategy employed in this advertisement effectively fosters awareness, builds emotional connections, and drives real consumer actions. This study provides valuable insights for marketers in crafting relevant communication strategies to maximize the impact of advertisements in boosting sales and brand loyalty.

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