



A Comprehensive Analysis Of The Aida Model In The Adem Sari Advertisement “Not Feeling Well? Sore Throat? Mouth Ulcers? Internal Heat? Cool Down With Adem Sari!”

Iwan Purwanto¹, Nurmin Arianto², Novary Widiastuti³, Woniman⁴

Email: ¹purwantoivan1001@gmail.com, ²dosen01118@unpam.ac.id,
³novary.deanova@gmail.com, ⁴Woniman@stiehidayatullah.ac.id

ABSTRACT. Increasing public awareness of health has driven the development of the herbal beverage and health product industry in Indonesia. One of the health complaints frequently encountered in daily life is internal heat, which is characterized by symptoms such as mouth ulcers, dry throat, and acne. This condition is generally perceived as a form of imbalance in body heat, so people tend to seek solutions that are considered fast, practical, and safe. In this context, advertising plays an important role in constructing understanding and influencing consumer purchasing decisions. This study aims to analyze the application of the AIDA (Attention, Interest, Desire, Action) model in the Adem Sari advertisement with the slogan "Not feeling well? Sore throat? Mouth ulcers? Internal heat? Cool it down with Adem Sari!" as an effort to understand the persuasive message strategy used by the brand. The research method used is descriptive qualitative with a content analysis and semiotic approach. Data were obtained through documentation of advertising videos and supporting literature related to marketing communication theory and consumer behavior. The results of the study indicate that the advertisement successfully attracted the audience's attention through metaphorical visuals of heartburn, built interest by showing a practical product presentation process, fostered desire by highlighting the sensation of freshness through the image of a waterfall, and encouraged action through a short, clear, and memorable call to action. These findings indicate that the message structure in the advertisement is in accordance with the AIDA framework and is effective in influencing consumer perceptions and purchasing tendencies. Practically, this research can be a reference for the development of marketing communication strategies for other herbal products.

Keywords: AIDA; marketing communications; advertising; herbal drinks; consumer behavior.

INTRODUCTION

Competition in the health and herbal beverage industry in Indonesia is increasing as people become more health-conscious. Each brand is competing to offer functional benefits relevant to consumer needs. In this context, marketing communications through advertising plays a crucial role in shaping perceptions, preferences, and purchasing decisions.

Adem Sari is a long-standing herbal drink brand that competes with products like Cap Kaki Tiga and Larutan Penyegar. The advertisement, "Unwell? Sore throat? Mouth ulcers? Internal heat? Soothe yourself with Adem Sari!", uses a visual and emotional approach that emphasizes the feeling of relief and freshness after consuming the product.

The formulation of the research problem is: How is the application of the AIDA model in the Adem Sari advertisement "Not feeling well? Sore throat? Mouth ulcers? Internal heat? Cool it down with Adem Sari!" and to what extent is the effectiveness of this strategy in influencing consumers? This research is theoretically significant to enrich the study of marketing communication, and practically can be a reference for health product advertising strategies.

LITERATURE REVIEW

1. AIDA Model

The AIDA model is a conceptual framework commonly used in advertising to understand and direct the consumer persuasion process through four stages: Attention, Interest, Desire, and Action (Kotler & Keller, 2018). The Attention stage focuses on how advertising captures the audience's attention through visual, audio, and narrative stimuli. Once attention is gained, advertising is directed at building Interest, which is cognitive interest and engagement through conveying information about the product's benefits. The next stage is Desire, where advertising seeks to create an emotional connection between the consumer and the product, thus fostering a desire to own or use the product. The final stage, Action, is the impetus that drives consumers to make purchasing decisions (Priyanto, 2022).

Several studies have shown that the effectiveness of marketing communications is significantly influenced by the extent to which the AIDA flow is structured systematically and relevant to consumer needs (Ariani & Hidayat, 2023). Therefore, an advertisement's ability to identify real-life problems experienced by consumers is a key factor in building psychological resonance. In the context of herbal beverage products, such as Adem Sari, the implementation of AIDA is highly strategic because the symptom of internal heatiness is a very common health experience and easily recognized by audiences of various age groups (Lestari & Wijaya, 2020).

2. Visual and Emotional Persuasion Strategies in Advertising

Advertisements not only convey information but also shape consumers' perceptions and emotional experiences through visual representation. According to Budiarto & Astuti (2022), the use of visual metaphors in advertising can strengthen memory and provide an intuitive understanding of a product's benefits. For example, a burning sensation can be visualized as fire or the color red, while a refreshing sensation can be visualized as a waterfall or a cool atmosphere.

Furthermore, emotional branding is an effective strategy for building relationships between consumers and brands (Fitriyani & Pratama, 2021). In health drink advertisements, the emotions generally conveyed include relief, comfort, and calm after overcoming bodily discomfort. This emotional effect occurs through the mechanism of affect transfer, which is the transfer of positive emotions from the advertisement's visualization to the perception of the product (Hidayat & Ananda, 2023). Therefore, advertisements that successfully depict a shift from "uncomfortable" to "relief" have the potential to create purchasing desire.

3. Herbal Drink Advertisements and Consumer Behavior

Herbal beverage products are part of the health product category influenced by perceptions of efficacy, safety, and cultural traditions surrounding their use (Yuliani & Sasmita, 2024). Consumers experiencing symptoms of internal heat tend to seek quick, practical, and readily available solutions, making advertising messages that emphasize ease of preparation and immediate results highly relevant.

Kurniawan & Putri (2021) found that consumers respond more quickly to advertisements that offer direct solutions to everyday health problems than those that only emphasize brand image. Therefore, the Adem Sari advertisement, which displays a problem-solution framing—from illness to relief after consuming the product—reflects a marketing strategy that aligns with Indonesian consumers' decision-making patterns.

Meanwhile, the simplicity of the slogan "Not feeling well? Sore throat? Mouth ulcers? Internal heat? Soothe yourself with Adem Sari!" is a heuristic call-to-action that works on quick cognitive processing, without requiring lengthy argumentative elaboration. This aligns with

research by Ariani & Hidayat (2023), which states that simple, rhythmic slogans are more easily embedded in consumers' long-term memory.

RESEARCH METHODS

This research employed a qualitative descriptive-analytical method with content analysis and semiotic approaches. Primary data were obtained from advertising recordings (YouTube), while supporting data came from literature on marketing communications and herbal beverage advertising. Data collection techniques included documentation, visual observation, and narrative recording. Analysis was conducted through identification of AIDA elements, interpretation of visual signs and symbols, and triangulation of interpretations to ensure validity.

RESULTS AND DISCUSSION

A. Attention (Attracting Attention)



The ad first depicts a woman experiencing symptoms of internal heat, including canker sores, a dry throat, and acne. This visual is reinforced by an illustration of heat or a "fire" effect on the face and neck, which serves as a metaphor for discomfort and inflammation within the body. This strategy works through problem recognition, identifying conditions commonly experienced by the audience. The use of metaphorical visuals serves as a striking stimulus (visual shock) that captures attention within seconds, allowing consumers to immediately understand the context of the problem without lengthy verbal explanations. Persuasive Effect: The audience immediately feels like they have "experienced this condition", so their attention is focused on the advertising message.

B. Interest (Building Interest)



The next stage shows the process of preparing Adem Sari. The powder is poured into a glass of water, which then produces a refreshing, foamy effect. This scene creates the impression of a quick, practical, and easy-to-use solution for anyone.

Interest is built by connecting:

1. Problem → Internal Heat
2. Direct Solution → Adem Sari as a heat neutralizer

Here, brand cue activation occurs, namely the affirmation of brand identity through green packaging, the Adem Sari logo, and the image of herbal lemon.

Persuasive Effect: Consumers see visual evidence that the product is easy to use and works immediately.

C. Desire (Growing Desire)





At this point, the ad depicts a shift in mood from hot and uncomfortable to a feeling of relief, freshness, and relaxation, visualized through the backdrop of a rushing, cool waterfall. The model appears to be smiling with a relieved and free expression.

Psychologically, this stage utilizes the Affect Transfer mechanism, namely:

Positive emotions from the waterfall visualization → transferred to the Adem Sari brand → forming an association of relief.

The waterfall symbol also reinforces the product's positioning as a natural internal heat neutralizer.

Persuasive Effect: Consumers not only know the function of the product, but also start to want to feel the sensation of freshness.

D. Action (Encouraging Purchase Action)



The final stage showcases product variants: sachets, cans, and ready-to-drink bottles. This presentation demonstrates the availability of options to meet consumer preferences.

The call to action is made through the slogan:

“Not feeling well? Sore throat? Mouth ulcers? Internal heat? Soothe yourself with Adem Sari!”

This slogan fulfills the Heuristic CTA (Call-To-Action) principle, namely a simple, rhythmic, and easy-to-remember invitation, so that it can immediately appear in the mind when consumers experience heartburn.

Persuasive Effect: Consumers are encouraged to buy without having to think twice.

Overall, the AIDA process for Adem Sari's training includes:

Stage	Advertising Elements	Persuasive Mechanism	Impact on Audience
Attention	Visual pain/heat in the body	<i>Problem recognition trigger</i>	Generating attention and relevance
Interest	Product introduction as a solution	<i>Brand activation</i>	<i>cue</i> Building brand connection
Desire	Change of expression to relief	<i>Affect transfer</i>	Cultivate the desire to experience results
Action	The slogan "Not feeling well? Sore throat? Mouth ulcers? Internal heat? Cool it down with Adem Sari!"	<i>Heuristic CTA</i>	Drive direct purchasing action

CONCLUSION AND RECOMMENDATION

A. Conclusion

This study analyzes the application of the AIDA (Attention, Interest, Desire, Action) model in the Adem Sari advertisement “Panas Dalam? Adem Sari Aja!” to understand how the message communication strategy is designed and implemented in influencing consumer perceptions, emotions, and behavioral tendencies. The AIDA model is used as an analytical framework that outlines the sequential relationship from initial attention to the expected final action. The results of the study indicate that the message structure in this advertisement is strategically arranged through the selection of integrated visual, verbal, and emotional elements.

The Attention stage was successfully achieved through the use of metaphorical visuals depicting heartburn, such as illustrations of "hot" faces and expressions of discomfort. The representation of common problems encountered in everyday life creates a personal connection between the audience and the advertising message. This aligns with the concept of problem recognition, which occurs when consumers recognize a situation requiring a solution.

The interest stage is achieved through easy and quick product presentation. The simple presentation visualization emphasizes the practicality of using Adem Sari as a solution for internal heat. Furthermore, the strengthening of brand identity through green packaging and the logo helps consumers recognize and associate the product with health benefits.

The Desire stage is evoked through visualizations of emotional and physical changes after consuming the product. The use of a cool waterfall backdrop and relieved facial expressions not only demonstrates the results but also encourages affect transfer, the transfer of positive emotions from the advertising scene to the perception of the product. Here, consumers not only understand the product's benefits but also begin to desire it.

The Action stage is realized through a simple, direct, and memorable slogan: “Hot Inside? Just Cool Sari!” This slogan works through the heuristic CTA mechanism, namely a call to action that does not require deep cognitive processing, but instead relies on memory and automatic associations.

Overall, this advertisement successfully implemented the AIDA model and effectively influenced consumer preferences. The advertisement successfully conveyed the core message that Adem Sari is a quick and practical solution for internal heat. Thus, the findings of this study confirm that visual and emotional-based marketing communication strategies can enhance persuasive impact, especially in the health and herbal product categories that rely on

consumers' subjective experiences. This study also contributes to the marketing communications literature by providing a deeper understanding of the integration of emotional and symbolic aspects in building brand meaning in the minds of consumers.

B. Recommendation

Based on the results of the analysis that has been carried out, there are several strategic recommendations that can be implemented by marketers, advertisers, and further researchers so that the effectiveness of marketing communications for Adem Sari and similar herbal products can be increased.

First, strengthening the credibility of product information needs to be done by adding claims based on scientific evidence, such as laboratory test results, herbal safety certifications, or expert testimonials. This is important because health-conscious consumers tend to consider safety and effectiveness when making purchasing decisions. Including these supporting facts can increase trust and expand the market segment to more rational consumers, rather than relying solely on emotional persuasion.

Second, advertising campaigns can be expanded through multimedia and multiplatform approaches. Consumers currently consume information in a fragmented manner across television, YouTube, Instagram, TikTok, and marketplaces. Using a cross-channel branding strategy will strengthen message continuity, allowing the slogan "Hot Inside? Cool Sari Aja!" to stick more firmly in consumers' minds.

Third, it is recommended to develop message variations based on consumer segmentation. For example:

- Younger and more dynamic visuals for the youth & active worker segment,
- Educational approach and authenticity of materials for the family segment,
- A long-term health and benefit approach for the adult segment.

Fourth, marketing strategies can be enriched with health education through light, informative content such as tips on maintaining body balance, hydration habits, and managing stress, which can affect internal heat. Educational content is highly effective in creating emotional engagement and brand trust.

Fifth, as a recommendation for further research, a comparative analysis is needed between Adem Sari's advertisements and competitors such as Cap Kaki Tiga using an emotional branding analysis or neuromarketing approach, so that differences in visual strategies, messages, and emotional resonance can be found in more depth.

With these recommendations, it is hoped that Adem Sari's marketing communication strategy will not only maintain its effectiveness, but also be able to adapt to the dynamics of consumer preferences and the development of increasingly digital and interactive communication media

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