

**THE EFFECTIVENESS OF DIGITAL MARKETING THROUGH
INSTAGRAM USING THE ATTENTION, INTEREST, DESIRE, ACTION
(AIDA) MODEL ON ANDINI CAKE JEMBER**

Prof. Dr. Ir. Bagus P. Yudhia K, MP As Chief Counselor

Anita Firandia Putri

*Study program of Agroindustry Management
Departement of Agribusiness Management*

ABSTRACT

This study aims to analyze the effectiveness of digital marketing through Instagram using the AIDA (Attention, Interest, Desire, Action) model in increasing brand awareness of Andini Cake, a micro-enterprise in Jember. The research method used is quantitative descriptive, with data collected through questionnaires, interviews, and observations. The sample consisted of 97 respondents who were customers of Andini Cake, determined using the Slovin formula. The results show that the implementation of the AIDA model through Instagram content is able to attract attention, generate interest, create desire, and encourage purchasing actions. The majority of respondents are dominated by female and young consumers, indicating that this segment is more responsive to visual-based digital marketing. Overall, the digital marketing strategy applied is considered effective in increasing brand awareness. However, there are still obstacles such as limited content management and promotional consistency. Therefore, a more structured and sustainable digital marketing strategy is needed to improve business competitiveness.

Keywords: digital marketing, Instagram, AIDA model, brand awareness, micro enterprises