

Analysis of the Effectiveness of Using Instagram as a Promotional Media for Hagu Coffee & Space

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ABSTRACT: Instagram is the most widely used social media in Indonesia, however, its existence is still doubted in terms of the effectiveness of a company's product marketing. The purpose of this study is to analyze the characteristics of Hagu Coffee & Space followers; analyze the level of effectiveness of using Instagram social media as a promotional media; and analyze the relationship between the characteristics of Hagu Coffee & Space followers and the level of effectiveness of using Instagram social media as a promotional media. This study uses primary data obtained through interviews and questionnaires, while secondary data is obtained from literature studies. Data analysis consists of descriptive analysis, validity test, reliability, correlation and chi square with SPSS 25 analysis tool. The promotion carried out by Hagu Coffee & Space is quite effective especially on attention and interest, but respondents do not search and immediately take action by coming directly to Hagu Coffee & Space until finally sharing information. The Bundling Ramadhan & Iftar promotion is more popular than the Fit You! promo, with visual design and promo relevance being crucial factors in attraction.

Keywords: AISAS, Effectiveness, Instagram, SPSS.



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INTRODUCTION

In the contemporary business world, social media marketing has become a key strategy. Instagram, Facebook, TikTok, and LinkedIn have changed the way businesses interact with consumers, enabling more direct, personal, and effective communication. The ability to reach a wider audience quickly is the main reason for the popularity of social media marketing. Social media users worldwide have reached more than 4.9 billion people—around 61.5% of the global population based on the latest data from ([Global Digital Overview Report 2024, 2024](#)). Instagram, Facebook or Meta, TikTok, Twitter, TikTok and Youtube are social media that are widely used to market products. Specifically for Instagram media, Indonesia is one of the countries included in the top five countries with the most Instagram users ([databoks, 2023](#)). In Indonesia, Instagram is the most popular social networking platform ([Statista, 2023](#)).

Instagram is used by many businesses to market their products by using various image effects to attract customers ([Kurniawati D. Arifin N, 2015; Purwanto, A., Bernarto, I., & Asbari, 2020](#)). Through the internet platform, especially Instagram, it is easier for consumers to search for

products or services ([Ashley, C., & Tuten, 2015](#); [Kaplan, A. M., & Haenlein, 2014](#)). This situation gave rise to the birth of the AISAS analysis model ([Prasetyo H, 2016](#); [Wahyuni, 2022](#)). This phenomenon also includes culinary products or cafes such as Hagu *Coffee & Space* located in Bogor City.

The AISAS model is very relevant to the activities at Hagu *Coffee & Space*, this study will analyze the effectiveness of promotions using Instagram. Hagu *Coffee & Space* uses the Instagram social media *platform* to promote and communicate about its restaurants and products, such as name, address, menu, and price. Owners and managers of Hagu *Coffee & Space* can upload photos of their food and restaurants on the Instagram social media *platform*. Hagu *Coffee & Space* regularly shares educational content to its Instagram followers in an effort to increase interest in its products among followers. In addition to building relationships with customers who have the same interests and preferences, *connecting* is very important to increase the dynamics between consumers and both men and women ([Harrigan, P., Evers, U., Miles, M., & Daly, 2017](#)). The purpose of *community building* is to unite consumers who have the same preferences at Hagu *Coffee & Space*, thus allowing relationships between consumers to emerge as a result of their interactions. In addition, Hagu *Coffee & Space* continues to produce interesting activities and gives consumers the freedom to be involved in them.

Hagu *Coffee & Space* tries to inform through social media to provide the best service and provide products that suit the tastes and demands of consumers. Through the link <https://linktr.ee/hagu.space>. However, the offers made have not been able to increase the number of consumers visiting ([Bilgin, 2018](#)). The results of interviews conducted by researchers with several visitors said that they came because of information from friends, invited by friends or saw Hagu *Coffee & Space* when passing the location and no one saw Hagu *Coffee & Space* from Instagram. Meanwhile, according to the owner of Hagu *Coffee & Space*, there are similar cafes around the Hagu *Coffee & Space location* such as Rumah Seduh *Coffee and Kitchen*, Imah Nini *Coffee & Vintage*, Capston Resto and Toko Kopi Tuku make the level of competition high and there is no comprehensive step using social media to increase consumer awareness of Hagu *Coffee & Space*. Posts made by *Coffee & Space* are on average liked by readers no more than 50 *likes* and there are some posts that do not have *any likes* from readers.

Based on the description that has been presented, the purpose of this study is to analyze the characteristics of Hagu *Coffee & Space followers*; analyze the level of effectiveness of using Instagram social media as a promotional media; and analyze the relationship between the characteristics of Hagu *Coffee & Space followers* and the level of effectiveness of using Instagram social media as a promotional media.

METHOD

The research was conducted at Hagu Coffee & Space located at Jl. Sancang No. 22A Bogor Tengah from February to March 2025. The research was conducted online by filling out a Google Form for Hagu *Coffee & Space followers*. The data used are primary and secondary data. Primary data was obtained from direct interviews and filling out questionnaires via Google Form, while secondary data was obtained from literature reviews and articles.

This study uses primary data by collecting respondents to fill out the questionnaire with a *non-probability sampling approach*. The *sampling* method uses an *accidental sampling approach*, namely a research technique by selecting samples spontaneously or anyone who can represent the large number of populations and adjust to the established criteria. Filling out the questionnaire using a Likert scale from a scale of 1-5. The number of respondents who filled out the questionnaire and were declared eligible as many as 146 respondents.

In this study, the effectiveness of promotion through social media was measured using the AISAS model (*Attention, Interest, Action, Search, Action and Share*). The data analysis used was descriptive analysis, and quantitative analysis in the form of validity, reliability, Spearman Rank correlation, and Chi Square Test with data processing using SPSS 25.

RESULT AND DISCUSSION

Validity and Reliability Test

Validity is the degree of accuracy of a measuring instrument in measuring what is to be measured. An instrument is said to be valid if it is able to provide measurement results in accordance with the concept or variable being studied ([Sugiyono, 2017](#)). The results of the validity test show that the Corrected Item-Total Correlation value of 42 statements regarding the variables Attention, Interest, Search, Acton, And Share shows a number greater than 0.3610. These results prove that all statements included in the research model are valid. The reliability test conducted on the questionnaire statements has a Cronbach Alpha value of 0.948. These results prove that the questionnaire in this study has met the requirements for reliability testing because the Alpha value is > 0.60 ([Sugiyono, 2017](#)).

Table 1. Reliability Test Results

Cronbach's Alpha	N of items
0,948	43

Characteristics of @hagu.space Followers

The characteristics of respondents in this study came from Hagu Coffee & Space Instagram *followers* consisting of age, gender, education, occupation, income and domicile. Based on the results of the analysis, it is known that Hagu Coffee & Space followers are respondents aged between 13 and 28 years (72%), male (51%), have a bachelor's degree (87%) and are private employees (57%) with an income of more than 10 million rupiah, most of whom are respondents domiciled in Bogor City (78%). More details can be seen in Figure 1.

Based on the results of data analysis, it is known that respondents have seen Instagram and have shopped at Hagu Coffee & Space by 92% and the rest are respondents who have never seen the Instagram account and have never shopped at Hagu Coffee & Space (8%). Furthermore, 71% of respondents are followers of Hagu Coffee & Space and 29% do not follow the Hagu Coffee & Space account.

Stated that 54.2% of Instagram users are women and 45.8% are men. Women tend to pay more attention to social and experiential aspects when buying coffee, while men usually focus more on the quality of the coffee taste and service efficiency (NapoleonCat, n.d.). Hagu Coffee & Space carries the concept of *an open space* with a natural, green feel, lots of trees, and Japanese-style wooden interior design, besides that there are many choices of coffee drinks on the menu. Although in this study the number of men was greater, the number was not significant so that what Hagu Coffee & Space has in terms of comfort and menu variety according to respondents' preferences based on gender.

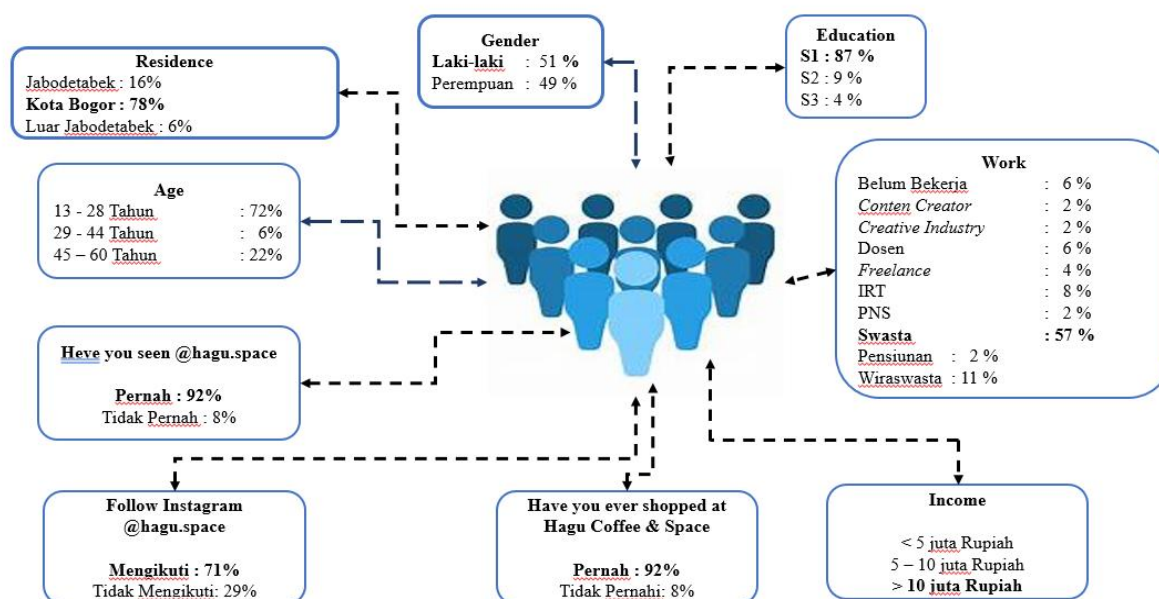


Figure 1. Respondent characteristics profile

Hagu Coffee & Space Social Media Promotion Evaluation

Based on the analysis results, it shows that 92% of respondents agree that the promotional content displayed on Instagram @hagu.space is interesting, in addition, the promotional price displayed on Instagram @hagu.space is also able to attract the attention of respondents by 85%. Instagram @hagu.space also displays the atmosphere of a coffee shop and food variants that are able to attract the attention of respondents. Overall, the promotional content displayed on Instagram @hagu.space was able to attract the attention of respondents.

Instagram @hagu.space has 7,192 followers, so in the product marketing strategy Hagu Coffee & Space is quite active in interacting on Instagram. In addition, the use of other social media is also used by respondents to see various food and beverage menus served by *Hagu Coffee & Space*. In Instagram @hagu.space there are several links that are directly connected to the admin @hagu.space so that it is easy for respondents to make reservations, menu selection, and digital menus and reviews.

Effectiveness of Ramadhan & Iftar Bundling Promotion and Fit You Program

The level of effectiveness of using Instagram as a promotional media can be measured using the

AISAS model. The indicators of the AISAS model consist of Attention, Interest, Search, Action, and Share (Sugiyama, K., & Andree, 2011; Wahyuni, 2022). With the ability to analyze consumer behavior tendencies towards promotions that have been carried out, this model can be one of the benchmarks for the success of a company's promotion (Wibowo, A., & Maulina, 2021). Both stages of search and sharing are important components in influencing consumer decisions to buy. The higher the level of sharing, the greater the influence on consumer decisions to buy.

Hagu Coffee & Space has two promotional programs, namely a *lifestyle promotion*, which was broadcast on February 18, 2025, entitled: Fit Club Vol 44: E; evate & Align with @sekarsrw. The promotion provides information about the date of the activity, time of the activity and the price of the activity combined with breakfast by Hagu. The second promotion is a religious promotion related to the activities of the month of Ramadan entitled: Ramadhan in Hagu which was broadcast on February 28, 2025. This promotion does not include information on prices, activities and times. The information provided is only a description of the special menu for breaking the fast provided by Hagu & Space.

Fit You! Program Promotion

The Fit You Program Promotion is a *lifestyle program* held by Hagu Coffee & Space. Based on data analysis, it is known that 83% of respondents agree that the promotional content has attracted the attention of followers. The most interesting element of the Fit You! Program is the sports bundling + free Hagu product with a response of 40%.

At the interest stage, it shows that the promotional content of Fit You! uploaded on Instagram @hagu.space made respondents interested and interested by 81%. Meanwhile, 76% of respondents agreed that there was an interest in seeing the Fit You! promo further in the context of needs. Meanwhile, in the *search variable* there are three indicators, with each percentage of 75% of respondents looking for more information about the Fit You! promotion through social media (Instagram, Whatsapp, Twitter); 57% of respondents contacted the Hagu Coffee & Space admin to find more information about the Fit You! promotion and 53% of respondents visited Hagu Coffee & Space directly to find more information related to the Fit You! promo.

The next stage is *Action* which is the fourth stage in the AISAS model to measure whether respondents finally make a purchase or real action. In this study, based on data analysis, it is known that 71% of respondents agreed to follow the Fit You! session offered by @hagu.space on Instagram. The last stage in the AISAS model is share, which measures the activity of experience after using the product. In this study, there were eight indicators with respondents stating that 93% agreed that the promotion indicator offered was useful, while 74% of respondents agreed that they would share Fit You! information and Share Fit You! information to close relatives/friends/family/Instagram followers by 77%.

The percentage value at each AISAS stage shows how large the proportion of respondents or consumers are at that stage from all respondents. At the attention and action stages, only one indicator is used so that the data can be used directly, while at the interest, search and share stages are represented by several indicators. To measure the interest, search and share stages in the AISAS model, several relevant indicators are used for each stage. The final score at each stage is calculated

by averaging the values of these indicators. This approach is supported by ([Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2010](#)) who stated that composite scores calculated from several items can increase the reliability and validity of the measurement. In addition, emphasized that the use of multiple-item scales combined with an average helps reduce measurement errors and provides a more accurate representation of the construct being measured. Based on this, the values used in compiling the AISAS stages are as shown in Table 2.

Table 2. Data used in AISAS

Stage	Average %	Conversion Calculation	Inter-Stage Conversion (%)
Attention	83%	-	
Interest	79.3%	$79.3\%/83\% \times 100$	95.5%
Search	61.7%	$61.7\%/79.3\% \times 100$	77.8%
Action	71%	$71\%/61.7\% \times 100$	115.1%
Share	81.1%	$81.1\%/71\% \times 100$	114.2%

Based on Table 2 in the initial stage of the Fit You! program, namely Attention, it shows that 83% of respondents paid attention to the promotion of the Fit You! program. This result indicates that the promotional content presented is quite effective in attracting the attention of respondents in this case *followers of Hagu Coffee & Space*. This can be caused by attractive visuals and messages that are relevant to the needs of the target market ([Lee, K. T., & Kim, 2020](#); [Ramadhan, A., & Hidayat, 2021](#)). Furthermore, at the *interest stage* there was a slight decrease to 79.33%, but the conversion between these stages was still very high at around 95.54%. This shows that almost all respondents who paid attention to the promotion also showed a strong interest in the products or services offered. In this case, there is an increase, although in the logic of the funnel there is usually a decrease from Attention to Interest. This can indicate that respondent interest can arise without significant initial attention, this can be caused by the power of visual promotion, social recommendations, or the appeal of the Fit You program itself.

However, at the *search stage*, there was a more significant decline, namely to 61.67% with a conversion of 77.72%. This decline indicates that not all respondents who are interested continue to search for further information ([Osei-Frimpong, K., & McLean, 2018](#)), but respondents go directly to the intended place, this can be proven by the percentage of respondents who visit Hagu Coffee & Space directly to search for further information related to the Fit You promo! approved by 53% of respondents.

An interesting thing happened when at the Action stage, the percentage of respondents who took real action actually increased to 71% with a conversion of more than 100%. This indicates that there are some respondents who immediately make purchases or attend sessions without going through a long information search process. Like respondents who come directly to Hagu Coffee & Space and are immediately interested in joining the Fit You ! program.

In the final stage, namely Share, it shows a positive number of 80.13% with a conversion above 100%. This indicates that respondents who have taken action tend to actively share promotional information with others ([Alalwan, 2018](#); [Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, 2019](#)),

either through social media or direct recommendations. This sharing activity is very important because it can expand the reach of promotions organically and increase the potential for virality. Based on the data, the promotions offered are beneficial and have a very high percentage of 92%, meaning that even though respondents do not participate in the Fit You! program, they will be happy to share the promotion because of its beneficial value. The results of the AISAS model analysis can be seen in Figure 2.

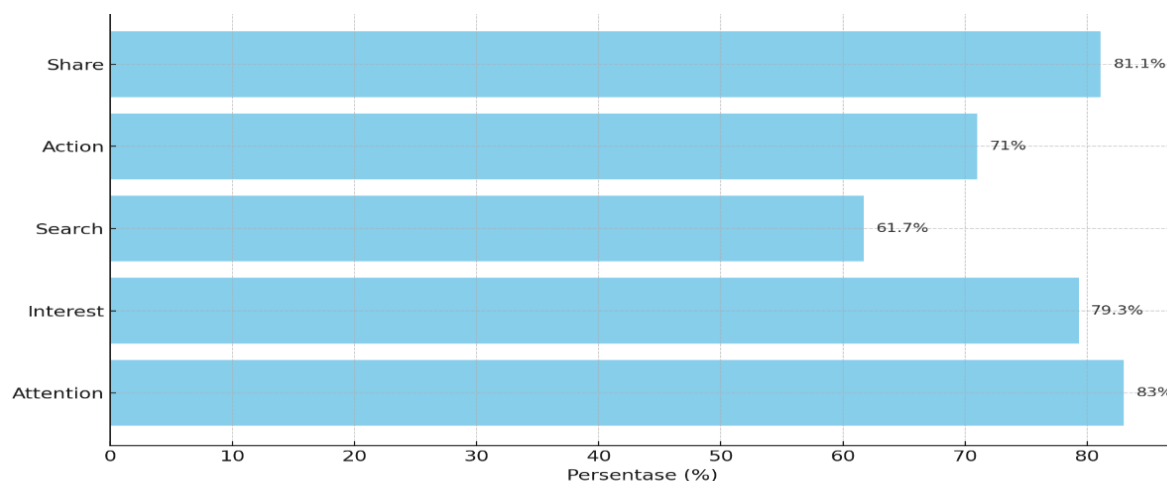


Figure 2. 1funnel model for the promotion of the Fit You! program.

Ramadhan & Iftar Bundling Promotion

Similar to the Fit You! promotion, the Bundling Ramadhan & Iftar promotion will also be analyzed using the AISAS model. At the attention stage, respondents agreed that the Bundling Ramadhan & Iftar promotion content had attracted 92% of their attention. The element that attracted respondents' attention was the visual design presented by the promotion. This percentage value is greater when compared to the Fit You! promotion because the Bundling Ramadhan & Iftar advertisement was specifically designed for the Ramadhan moment, which is an important time for many respondents. The data shows that promotional content that is appropriate to the moment is very attractive to respondents (Kim, J., & Johnson, 2016). This is in line with marketing theory which states that promotions that are relevant to the context of time and consumer culture tend to be more effective (Kotler, P., & Armstrong, 2018).

At the *interest stage*, it shows that the promotional content of Bundling Ramadhan & Iftar uploaded on Instagram @hagu.space made respondents interested by 93% and interested by 83%. Meanwhile, 81% of respondents agreed that there was an interest in seeing the Bundling Ramadhan & Iftar promo further in the context of needs.

Meanwhile, in the *search variable* there are three indicators, with each percentage of 79% of respondents looking for more information about the Bundling Ramadhan & Iftar promotion through social media (Instagram, Whatsapp, Twitter); 67% of respondents contacted the Hagu Coffee & Space admin to find more information about the Fit You! promotion and 53% of respondents visited Hagu Coffee & Space directly to find more information related to the Fit You!

promo. Although there were 47% of respondents who were not interested in visiting Hagu Coffee & Space directly.

The fourth stage is action, in the Ramadhan & Iftar Bundling promotion, 77% of respondents decided to buy the Ramadhan Iftar Bundling product offered by @hagu.space on Instagram. The analysis results at the *share stage* for the Bundling Ramadhan & Iftar promotion show that respondents who agree to share the Bundling Ramadhan Iftar promo to close relatives, friends, family, or Instagram followers are quite high (75%). Meanwhile, more than 70% of respondents agree to share information related to Fit You! In the Bundling Ramadhan & Iftar promotion, more than 70% of respondents stated that they agreed that the promotion offered was useful, relevant, according to needs and interesting.

Based on the results of the analysis, it is known that respondents tend to prefer Bundling Ramadhan & Iftar compared to the Fit You ! promo. This is because respondents feel that the Bundling Ramadhan & Iftar promo is more useful, according to their needs and relevant because this study was conducted during the month of Ramadhan.

Similar to the Fit You! promotion, a similar pattern is also seen in the Bundling Ramadhan & Iftar promotion. The Attention stage reached 85%, slightly higher than the Fit You! promotion which was influenced by the very strong Ramadhan moment and the right launch time. The data determination in the AISAS model for the Bundling Ramadhan & Iftar promotion is the same as that done in the Fit You! promotion, namely averaging the percentage values at the interest, search and share stages, then converting the average value according to the AISAS stages.

Table 1. Data used in AISAS

Stage	Average %	Conversion Calculation	Inter-Stage Conversion (%)
Attention	92%	-	
Interest	86.66%	$(85.66 / 92.00) \times 100\%$	93.11%
Search	66.33%	$(66.33 / 85.66) \times 100\%$	77.48%
Action	77%	$(77.00 / 66.33) \times 100\%$	116.13%
Share	80.13%	$(80.13 / 77.00) \times 100\%$	104.05%

The results of the analysis based on the AISAS model show that the Bundling Ramadhan & Iftar promotion managed to attract the attention of the majority of respondents, which was 92%. This is due to the relevance between the promotional context and the social and emotional momentum of Ramadhan. According to (Kotler, P., & Armstrong, 2018), promotions that are in accordance with the cultural and time context (Kotler, P., & Armstrong, 2018) tend to attract consumers' attention better. The theme of "bundling Ramadhan" increases the initial appeal due to the value of sharing (Kim, J., & Johnson, 2016), family intimacy, and the habit of breaking the fast together. The conversion value of 94.12% from the attention stage to interest of 93.11%. This means that most respondents who saw the promotion also stated that the contents of the promotion were interesting. This shows that promotional content can attract attention visually and grow interest

substantially. Relevant design components and offers that are considered useful by the target audience are likely to support the appeal of this content as content that has high value.

At the interest stage to search there was a significant decrease of 66.33% along with a conversion of 77.48%. This decrease can be considered an obstacle for respondents in seeking further information. In this case, respondents did not search for information or contact Hagu Coffee & Space because they immediately took action by visiting Hagu Coffee & Space directly and seeing the promo through the on-the-spot flyer, or the opinion that the promotion was clear enough so that there was no need to search further. Although ([Kotler, P., Kartajaya, H., & Setiawan, 2017](#)) stated that the search stage is highly dependent on how much customers want to extract value from the information provided. However, this could happen because respondents already know about the promotion offered.

At the action stage, there was an increase of 77% with a conversion of 116.13% from the search stage. Conversion above 100% indicates that some respondents immediately made a purchase or participated without first searching for information. This indicates that the promotion carried out may have been quite convincing at the interest stage. This indicates that digital consumer behavior does not always follow a linear sequence in the AISAS model.

Furthermore, the share stage showed quite high results, namely 80.13% with a conversion of 104.05%. This shows that not only respondents who took action shared information, but also those who were simply interested or even just saw the promotion. The high effectiveness at the share stage is a strong indicator of a positive viral effect in promotion. The great desire to share information can be associated with the social values contained in the context of Ramadan.

The high effectiveness of the Bundling Ramadhan & Iftar promo compared to Fit You! can be caused by the emotional momentum of the month of Ramadhan which is able to increase the emotional involvement of respondents. Meanwhile, the Fit You! promotion which focuses more on sports and product collaboration, tends to attract a more specific segment so that its effectiveness is relatively lower compared to the Ramadhan-themed promo which has a wider reach.

If examined further, *the attention and interest stages* are the main capital in building promotional effectiveness, respondents or followers will not share promotions if at the beginning the promotion does not attract the attention and interest of respondents. This is in line with research conducted by (Wu Jun et al, n.d.) which emphasizes that the attention and interest stages in the AISAS model play an important role in building the effectiveness of digital promotions. In their research, it is stated that the success of a promotion is highly dependent on the ability to attract the initial attention of consumers. In the research of Wu (Wu Jun et al, n.d.) the *repeated purchase stage* (customer loyalty) becomes the focus after the action stage, while in the research conducted the share stage receives special attention as an indicator of the success of promotions on social media platforms. Meanwhile, ([Aulia, D., 2025](#)) explained that the AISAS method is very effective in marketing on the Atlantis Water Adventure Ancol Instagram social media. In their research, it is also stated that in developing a digital promotion strategy, *Keyword ads can be added* which is a promotional service on a digital platform, thus supporting the AISAS stage more effectively.

Overall, the Bundling Ramadhan & Iftar promotion is more sought after by respondents. This is because respondents with young and productive ages tend to actively use social media as a source of searching for promo information. The Ramadhan moment which only occurs once a year is a moment that is used by respondents to search for further information about the Bundling Ramadhan and Iftar promotion. This is reinforced by the time the research was conducted during Ramadhan.

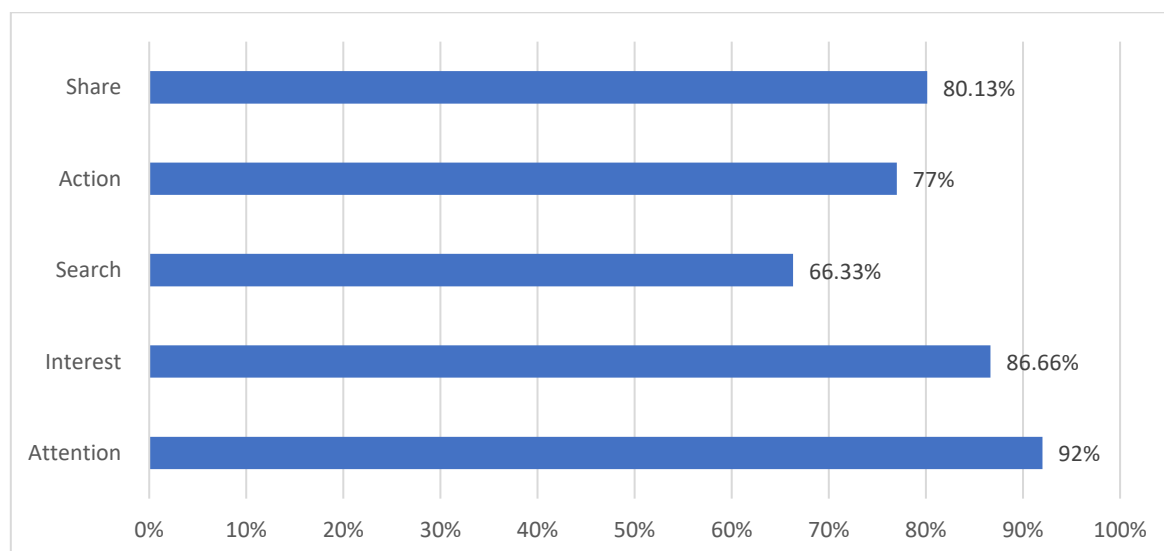


Figure 3. AISAS Funnel on Ramadhan & Iftar Bundling Promo

Validity and Reliability Test

Validity is the degree of accuracy of a measuring instrument in measuring what will be measured. An instrument is said to be valid if it is able to provide measurement results in accordance with the concept or variable being studied (Sugiyono, 2017). The results of the validity test showed that the Corrected Item-Total Correlation value of 42 statements regarding the variables *Attention*, *Interest*, *Search*, *Action*, and *Share* showed a number greater than 0.3610. These results prove that all statements included in the research model are valid. The reliability test carried out on the questionnaire statements has a Cronbach Alpha value of 0.948. These results prove that the questionnaire in this study has met the requirements for reliability testing because the Alpha value is > 0.60 (Sugiyono, 2019).

Table 2. Reliability Test Results

Cronbach's Alpha	N of Items
948	43

The Relationship between Follower Characteristics and the Effectiveness of Using Instagram Social Media (Chi-Square Test)

Tabulation analysis in this study were conducted to show the relationship/association between the respondent profile and the research variables, namely *Attention, Interest, Search, Action, and Share*. The characteristics of *followers* used in this analysis are gender, occupation, and domicile. The results of the Chi-Square test can be seen in Table 3.

Table 3 The relationship between respondent characteristics and the effectiveness of Instagram as a promotional medium

<i>Sig. Pearson Chi-Square on the scale of 0.05 and 0.1 research variables</i>						
	Gender	Residence	Education	Work	Age	Income
A1	0.967	0.000**	0.732	0.000**	0.001**	0.033**
A2	0.061*	0.520	0.268	0.011**	0.335	0.709
A3	0.092*	0.074*	0.799	0.003**	0.199	0.200
A4	0.092*	0.659	0.799	0.003**	0.726	0.200
A5	0.845	0.425	0.640	0.029**	0.000**	0.110
A6	0.088*	0.913	0.249	0.007**	0.000**	0.006**
A8	0.004**	0.615	0.085*	0.001**	0.753	0.189
A10	0.001**	0.375	0.644	0.032**	0.220	0.647
I1	0.012**	0.437	0.276	0.000**	0.682	0.127
I2	0.021**	0.504	0.173	0.049**	0.220	0.647
I4	0.091*	0.008**	0.173	0.010**	0.041**	0.498
I5	0.091*	0.008**	0.306	0.010**	0.041**	0.498
I7	0.007**	0.000**	0.255	0.011**	0.356	0.101
I8	0.091**	0.537	0.001**	0.059*	0.297	0.080*
SR1	0.133	0.887	0.057*	0.044**	0.000**	0.081*
SR2	0.041*	0.453	0.097	0.006**	0.004**	0.422
SR3	0.697	0.774	0.278	0.001**	0.020**	0.443
SR4	0.526	0.528	0.760	0.275	0.000**	0.003**
SR5	0.356	0.168	0.097*	0.005**	0.000**	0.034**
SR6	0.697	0.568	0.532	0.001**	0.020**	0.158
AC1	0.194	0.023**	0.177	0.055*	0.000**	0.302
AC2	0.041**	0.000**	0.396	0.008**	0.220	0.327
SH1	0.697	0.341	0.396	0.003**	0.000**	0.302
SH2	0.526	0.887	0.396	0.012**	0.000**	0.327
SH3	0.356	0.911	0.846	0.000**	0.008**	0.123
SH4	0.697	0.005**	0.859	0.000**	0.672	0.000**
SH6	0.037**	0.000**	0.732	0.298	0.001**	0.392
SH8	0.009**	0.103	0.249	0.009**	0.000**	0.119
SH9	0.281	0.487	0.107	0.011**	0.000**	0.240
SH10	0.315	0.355	0.424	0.071	0.000**	0.608
SH11	0.262	0.346	0.570	0.648	0.741	0.574
SH12	0.009**	0.122	0.327	0.509	0.467	0.312
SH13	0.021**	0.003**	0.371	0.056	0.359	0.034**
SH14	0.009**	0.122	0.327	0.509	0.467	0.312
SH15	0.011**	0.042**	0.250	0.010**	0.050**	0.432

Table 3 shows that gender has a close relationship with almost all attention indicators. This means that there are differences in attention based on gender. In addition, at the interest stage, almost all indicators show significant results, meaning that gender has a close relationship with interest so that there are differences in interest based on gender.

Respondents' domicile or residence has a close relationship to the action stage, some interest stages and some share indicators. This means that there are differences in actions taken by respondents based on their place of residence. At the interest stage, there are differences in respondents' interest in the Fit You! promotion based on their place of residence. While at the share stage, there are differences in sharing on the Bundling Ramadhan & Iftar promotion (the promotion offered is relevant and according to needs).

In the characteristics of educational respondents, it is known that only a few indicators are closely related to education. In attention, education is closely related to the promotional content of Ramadhan & Iftar bundling. This means that there is a difference in interest in the promotional content of Ramadhan bundling based on education.

Furthermore, on the characteristics of the respondents' jobs, it shows that jobs have a close relationship with all indicators of attention, interest, action, and several share indicators. This means that there are differences in attention, interest and action based on the respondents' jobs. Aletras and Chamberlain ([Aletras, N., & Chamberlain, 2018](#)) in their research stated that a person's activities and social networks on social media can be used to identify their profession, this shows differences in how they access and interact with information. In addition, the user's work background greatly influences digital behavior and language use. While Hu et al ([Hu, Y., Manikonda, L., & Kambhampati, 2014](#)) showed that respondents' jobs are the most important factor in determining how effective Instagram content is, both in terms of attracting attention, arousing interest, encouraging information searches, real actions and decisions to share content.

Meanwhile, the characteristics of the respondents' age show a close relationship with interest, meaning that there are differences in interest in promotional content, both the Fit You! program and the Ramadhan & Iftar bundling based on the respondents' age. The respondents' age in this study was mostly Gen Z (13-28 years old) which is a generation that grew up with the development of digital technology and the internet ([Djafarova, E., & Trofimenko, 2019](#)), so Gen Z is known as digital natives who are very familiar and active in using various social media platforms ([Turner, 2015](#)).

Wang and Lee ([Wang, Y., & Lee, 2020](#)) revealed that Instagram is very popular among users aged 18-29 years, or often referred to as the digital generation. It is emphasized that this age group uses Instagram more intensively than older age groups ([Barry, T. E., & Gironda, 2018](#)). This finding also supports the understanding that the younger generation is more susceptible, active, and influenced by content and promotions on social media than older age groups. Regarding attention, Valentini ([Valentini, C., Romenti, S., & Murtarelli, 2018](#)) stated that visual aspects in digital marketing communications play an important role in building attention, interest, and encouraging purchasing actions. Furthermore, Belanche ([Belanche, D., Flavián, M., & Pérez-Rueda, 2019](#)) explained that Instagram stories are more effective in increasing positive consumer attitudes towards advertising, especially among millennials (young people).

Managerial Implications

The managerial implication of this study is an effort to increase the effectiveness of promotions carried out by Hagu Coffee & Space. The results of the AISAS funnel show that both promotions, Fit You! and Bundling Ramadhan & Iftar, have a high level of attention, meaning that the promotional content and media used have been effective in attracting the attention of the target market, especially Gen Z. However, with the emergence of many coffee shops that display creative promotions and attract the attention of the audience, it is necessary to optimize the quality of visuals and promotional messages that are relevant to the needs of the target audience.

The decline that occurred at the search stage shows obstacles in encouraging consumers to seek further information, so in this case it is easier to access information by providing content that is easy to find and understand, or it can also be done by increasing the responsiveness of admins and customer service to answer consumer questions quickly and in a friendly manner.

CONCLUSION

Based on the results of data analysis regarding the effectiveness of using Instagram as a promotional medium for Hagu Coffee & Space, the following conclusions can be drawn:

1. The characteristics of Hagu Coffee & Space followers are dominated by followers aged between 13 and 28 years (Gen Z), male, with a Bachelor's degree, private worker status, and domiciled in Bogor City.
2. The use of Instagram social media as a promotional medium by Hagu Coffee & Space is quite effective and produces an AISAS model. The Hagu Coffee & Space account is quite effective in stimulating *the attention* and *interest* of respondents, but respondents do not search. The next stage is action, respondents decide to make a direct purchase at Hagu Coffee & Space until finally sharing information. The Ramadhan & Iftar Bundling promotion is more popular than the Fit You! promo, with visual design and promo relevance being crucial factors in attraction.
3. Research shows that characteristics have a close relationship with AISAS stages, gender has a significant relationship with attention and interest, while occupation has a significant relationship with attention, interest, search, action and share. While age has a significant relationship with search and share.

The suggestions that researchers can convey to Hagu Coffee & Space include:

1. In its efforts to increase promotion, Hagu Coffee & Space should focus its promotion on the younger age segment which is more responsive to content on Instagram.
2. Taking into account the improvement in visual quality and relevance of promotional content so that it can attract the attention and interest of followers more optimally.
3. Pay attention to differences in gender, age and domicile characteristics in order to be able to adapt marketing communication strategies that are more personal and targeted.

Develop more varied promotions according to consumer needs and preferences, so as to increase purchases and dissemination of information through the media.

The limitation of the study is that it only looks at 2 promotions conducted by Hagu Coffee & Space so it does not provide a comprehensive picture of the effectiveness of promotions conducted on Instagram. For further research, it is recommended to conduct an analysis of promotions conducted on other social media in order to obtain more comprehensive information about the effectiveness of promotions conducted by Hagu Coffee & Space.

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