

The Implementation of the AISAS Model on “Bar Biiru - Not a Sushi Bar” on Instagram

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ABSTRACT

Advertising is one of the many elements of promotion activity, which also includes paid sponsorship. With the advancements in internet technology in Indonesia, advertisement through digital media has become a significant opportunity for business owners to showcase their products or services to a global audience without geographical limitations. This study aims to explore the process of creating advertising content by Bar-Biiru – Not A Sushi Bar on Instagram using the AISAS model (Attention, Interest, Search, Action, Share). The research methods employed include literature review and visual data processing to gain insights from the content of Biiru – Not A Sushi Bar in digital media. The findings demonstrate that advertising through social media facilitates the delivery of authentic brand experiences, supported by collaborations with content creators as a form of digital word-of-mouth marketing. This study provides valuable insights into the significance of engaging visuals, accessible information, and strategies to enhance brand awareness through effective digital interactions. Additionally, it is anticipated to serve as a reference for developing digital promotional strategies for other businesses. The evolution of technology continues to shape the landscape of advertising, leading to the emergence of novel methods and media platforms, particularly through social media.

KEYWORDS

AISAS, Promotion, Digital Advertising, Social Media.

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INTRODUCTION

Since 2016, Indonesia has embraced the Fourth Industrial Revolution, characterized by technological advancements that have profoundly impacted its citizens. These advancements have significantly enhanced societal performance, particularly in the rapidly expanding realm of the internet. Although internet access has been available in Indonesia since the early 2000s, its utilization for daily life was initially limited. However, as the internet’s capabilities expanded, its user base surged. The Indonesian Internet Service Providers Association (APJII) conducted a comprehensive survey to assess internet penetration in Indonesia over the period 2022–2023. The survey revealed that an impressive 78.19% of the Indonesian population, comprising 215,626,156 individuals, has integrated internet usage into their daily routines. This represents a notable 1.17% increase compared to the 2021–2022 period. With the widespread adoption of 4G technology, citizens now have seamless access to information, entertainment, education, and even engage in business opportunities by promoting their products through the internet (Survei APJII, 2023).

Social media has emerged as a prominent digital platform for disseminating information. As of January 2023, 167 million individuals in Indonesia were identified as active social media users, representing a decline from the previous year’s figure of 191 million users. This current figure accounts for 60.4% of Indonesia’s total population (Widi, 2023). By December 2023, social media

platforms under the Meta Platforms, Inc. group, such as Facebook and Instagram, had become the most frequently used social media platforms in Indonesia (Similarweb, 2023).

Advertising is a pivotal element of promotional activities. Promotion, as a component of the marketing mix, encompasses efforts aimed at informing, persuading, and reminding consumers about a company's brand and products (Tjiptono, 2015). The primary objective of promotion is to generate profit (Tjiptono, 2015) by influencing the public to purchase a company's products or services and fostering strong relationships with consumers (Nickels & William, 2008). Promotion can also be understood as the process of introducing a product, service, or individual to the public (Haikal et al., 2022).

Advertising is a form of non-personal presentation and a promotional concept in the form of goods or services that necessitates paid sponsorship (Kotler, 2005). This perspective is supported by Saladin (2012), who asserts that advertising is a non-personal promotional tool employed to convey persuasive communication to a target audience through sponsored media capable of reaching a broader audience (Moriarty et al., 2011). Initially, advertising was conducted through verbal communication (word of mouth), followed by printed advertisements in newspapers and magazines. With the advent of the internet, advertisements have now been disseminated through digital media platforms such as websites, applications, and social media platforms.

Digital media encompasses an advertising medium that utilizes electronic technology and necessitates broadcast transmission for its operation (Tjiptono, 2008). It possesses the capability to deliver both audio and visual content (Utama & Aulia, 2021). Notably, the general public, particularly adolescents, exhibit a high level of motivation to access digital media. Consequently, digital media emerges as a highly effective choice for promoting products. (Machfiroh, 2019)

Utilizing a familiar media to transmit information can be well-received by the target audience (Agung et al., 2021). Furthermore, digital media presents business owners with a substantial opportunity to showcase and disseminate their products without geographical constraints.

This study will employ advertising theory through the AISAS (Attention, Interest, Search, Action, and Share) model. The AISAS model was initially conceived by Dentsu in 2004 and published in a book titled "The Dentsu Way." The AISAS model comprises several stages. The first stage is Attention, which represents the condition where consumers become aware of a product or service that captures their attention. Subsequently, there is the Interest stage, where consumers develop an interest and desire to learn more about the product or service. Following this, consumers proceed to the Search phase, during which they actively seek additional information from various sources. After gathering sufficient information, consumers enter the Action phase, which involves making a purchase or engaging in other interactions with the product or service. The final stage is Share, where consumers share their experiences with others, often through social media (Ajeng et al., 2023). This model is known as the AISAS method (Attention, Interest, Search, Action, and Share). The AISAS model was introduced by Dentsu in 2004 and published in "The Dentsu Way" in 2010. It consists of five stages: Attention, Interest, Search, Action, and Share. It is divided into two phases: the passive phase and the active phase. In the passive phase, the target audience lacks information or the desire to learn about a product. Conversely, in the active phase, consumers have acquired a certain level of understanding about a product. Advertisers implement strategies to establish connections with consumers, ultimately encouraging the desired consumer actions. However, it is important to note that this method is not a sequential process and can commence at any stage (Ilhamsyah, 2021).

Based on the aforementioned background, the objective of this study is to investigate how Biiru – Not A Sushi Bar effectively promotes its establishment through digital media to capture the attention of its target audience. Additionally, this study aims to serve as a reference for future endeavors in promoting products or services using the AISAS method through digital media.

METHOD

The methodology employed in this study involves processing visual data obtained from advertisements conducted through digital media by Biiru – Not A Sushi Bar, particularly via the Instagram platform @biiru.notasushibar. The visual data from these advertisements are analyzed

using the AISAS method. This study employs a qualitative methodology with a design approach, a research method focusing on design objects as the subject of study (Isa & Koesoemadinata, 2013), with the aim of understanding the phenomena experienced by the research subjects (Moleong, 2006). Data collection is conducted using a purposive sampling method to represent the stages of the AISAS analysis. The following chart illustrates the methodology employed in this research:

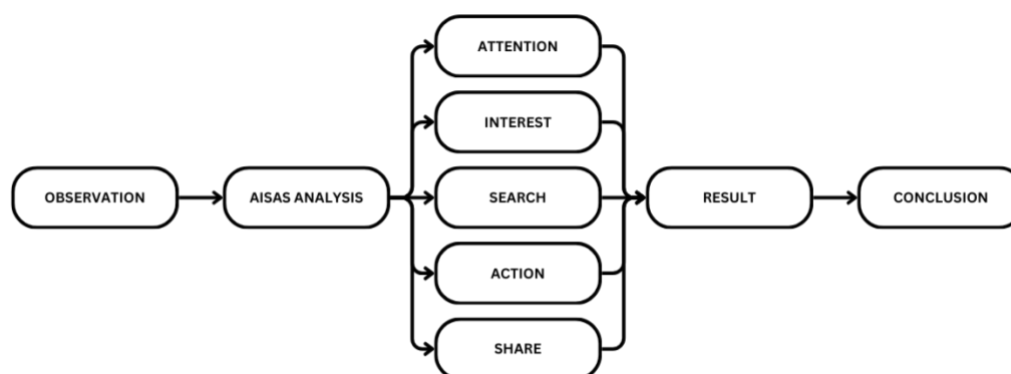


Figure 1. Metodology

RESULT AND DISCUSSION

All stages of the AISAS model serve as tools to enhance consumer trust in said brand identity and to expand brand awareness among a broader target audience. Brand identity is many elements that form an image or identity in the eye of target audience (Faradita et al., 2023). While brand awareness refers to the ability of consumers to recall (Aaker, 1992) recognize, and identify a brand in their minds (Wardhana, 2021). Customer decisions can be influenced by visual elements (Apriyan Sulaiman et al., 2022) as well as by current trends or prevailing moments at a given time (Wirasari & Ferdiana, 2018)

Biiru – Not A Sushi Bar is an izakaya-style bar, a Japanese-style bar or one that emulates the ambiance of Japan when located outside of Japan. Biiru – Not A Sushi Bar offers a variety of beverages, ranging from green tea to beer and other alcoholic drinks. Currently, the bar is located at Jalan Ariajipang No. 1-3, Bandung, West Java. Biiru – Not A Sushi Bar has been operating for over three years, relying heavily on digital media, particularly social media, to promote its establishment.

1. Attention

The AISAS model begins with the *Attention* stage, which focuses on capturing the interest of the target audience who are initially unaware of or uninterested in a product or service. To attract the audience's attention, applying the "5-second rule" can be a useful strategy. The "5-second rule" suggests that an audience takes approximately five seconds to form an opinion or conclusion about a subject or object. Within these five seconds, the audience should be able to identify the product or service being offered, assess its relevance, evaluate the credibility of the product or service, and understand what action to take next (Mann, 2021)

With the increasing use of social media as a promotional platform, social media providers have introduced paid advertising features. For example, Instagram offers the "Instagram Ads" feature, which allows business owners to pay a certain fee for their promotional content to be displayed to a target audience likely to be interested in purchasing or using the product or service. Another approach is to collaborate with content creators to promote products or services—in the context of this study, Biiru – Not A Sushi Bar. These content creators essentially employ the concept of word-of-mouth marketing, adapted for digital media platforms while the post itself essentially employing a promotion using a poster through digital media. The definition of poster as a media is a media containing many visual elements such as logo, words, picture, photos, and many more arranged in such a way to transmit a message for a target audience (Dewi, 2023).

Biiru – Not A Sushi Bar implements this stage by highlighting its advantages compared to competitors. Although there are no direct competitors, the city of Bandung offers numerous cafés

and restaurants suitable for socializing and relaxing. Biiru – Not A Sushi Bar differentiates itself through the ambiance and interior design it provides. This unique atmosphere and design serve as effective attention grabbers, aligning with the principles of the "5-second rule." Below are examples of video content categorized under the *Attention* stage, sourced from Biiru – Not A Sushi Bar's Instagram account.

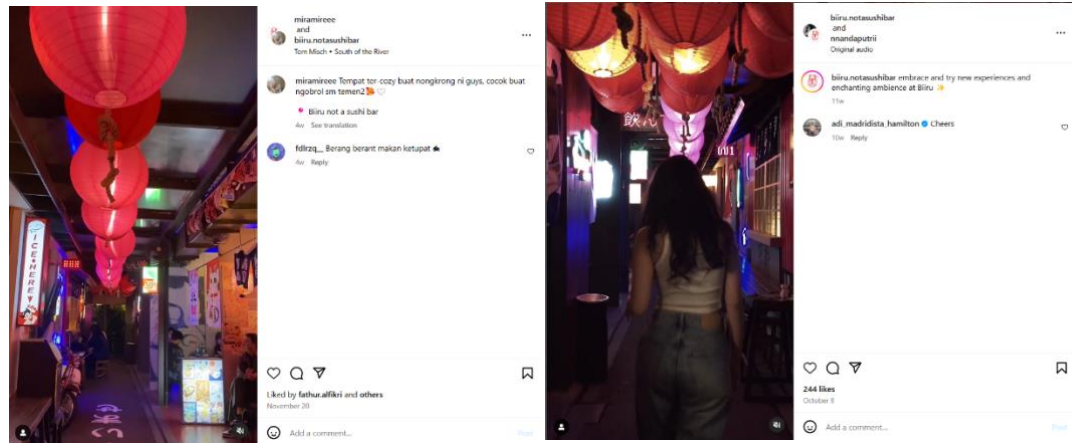


Figure 2. Content with attention type

The author argues that the *Attention* stage is the most critical phase in the promotional process using the AISAS method, as it is responsible for capturing the target audience's attention. The author contends that even if the subsequent stages after *Attention* are meticulously designed both visually and in terms of messaging, the promotion will not achieve optimal results if it fails to reach the appropriate target audience or a broader audience.

After examining the actions taken by Biiru – Not A Sushi Bar in the *Attention* stage, the author will shift the focus to the reactions of the target audience who have viewed the content in this stage. The author has selected several pieces of content with the highest levels of interaction. The majority of comments on this content express positive reactions toward Biiru – Not A Sushi Bar. From these comments, a conclusion can be drawn: the target audience is primarily attracted to the ambiance or "vibes" offered by Biiru – Not A Sushi Bar.

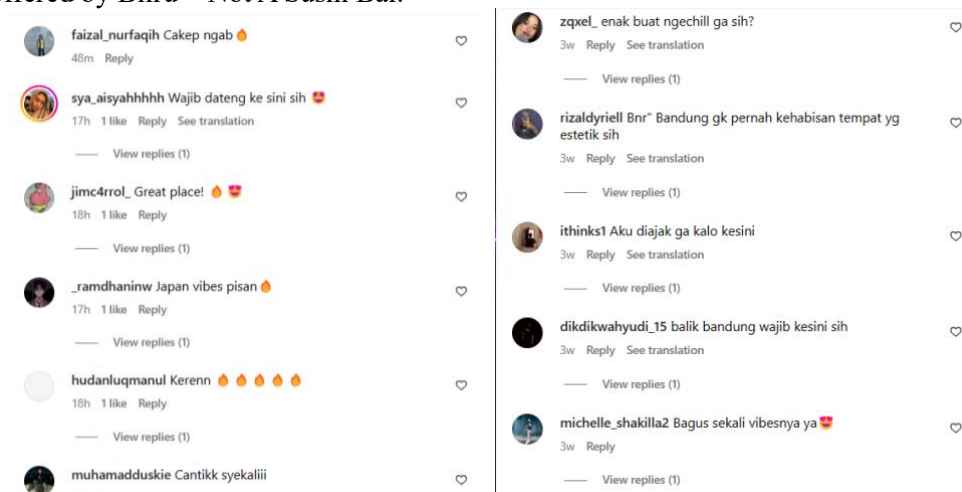


Figure 3. Audience target reaction to the content attention

In the *Attention* stage, Biiru – Not A Sushi Bar's content is developed through several key strategies, including:

- 1) Visual elements in the form of videos and occasionally photos that highlight the ambiance or "vibes" to capture the target audience's attention within a short period.

- 2) Biiru – Not A Sushi Bar does not produce content independently during the *Attention* stage but instead collaborates with content creators to promote the bar, whether through paid or unpaid partnerships. This use of content creators aims to disseminate brand awareness to a broader target audience.

2. Interest

The next stage is *Interest*, is a stage when consumers start to be interested in our products (Ramadhani et al, 2020) which involves convincing the target audience that the claims made during the *Attention* stage align with reality. Said interest can occur because of the right message is delivered during the previous stage (Nurjanah et al., 2020). This interest can also occurred because consumers feel attracted to the information displayed (Sugiyama, 2011). The *Interest* stage can be utilized to further emphasize the advantages of a product or service and, in some cases, incorporate positive feedback from consumers who have used the product or service. This can be achieved through various approaches; however, in this study, it focuses on demonstrating that Biiru – Not A Sushi Bar genuinely offers a unique ambiance and interior, ensuring visitors enjoy their experience. Additionally, supporting factors, such as the variety of beverages offered, can serve as an additional attraction. For instance, if someone who does not consume alcohol wishes to visit Biiru – Not A Sushi Bar, they can still enjoy non-alcoholic beverages. Similarly, those interested in alcoholic beverages can be informed about the types of drinks available.

The *Interest* stage is where the target audience decides whether to purchase the product or service being promoted; in other words, the purchasing decision is made at this stage. Although the final decision rests entirely with the target audience, business owners can influence this decision to lead to the purchase of their product or service. One approach is to provide the target audience with what they desire—for example, ensuring that the product or service offered meets the needs and wants of the audience. Meeting expectations also plays a critical role at this stage.

In the previous stage, the target audience was presented with an expectation that the product offered possesses a specific value, which, in the context of this study, is a Japanese-themed bar. To meet the expectations of the target audience, the business owner must understand what the audience anticipates from Biiru – Not A Sushi Bar. These expectations may include the types of beverages offered, the interior design, the ambiance of the establishment, or other related aspects.

Meeting the expectations of the target audience alone is insufficient to convince and attract them to further explore the product or service being offered. Business owners are expected not only to meet the target audience's expectations but also to exceed them. In other words, business owners are required not only to fulfill the needs but also to address the wants of their target audience. Exceeding expectations involves offering added value that the target audience may not anticipate but will deeply appreciate. This can include delivering exceptional quality, offering unique features or experiences, or providing superior customer service that distinguishes the business from its competitors. In the context of the AISAS model, this approach helps reinforce interest and fosters a stronger emotional connection between the audience and the brand.



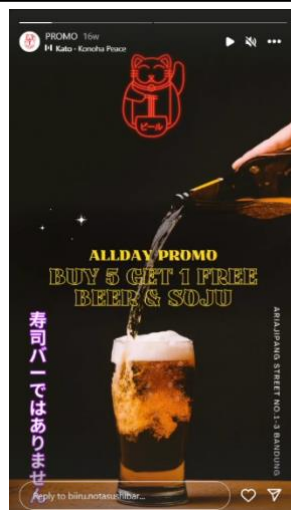


Figure 4. Content with interest type

3. Search

The *Search* stage occurs when the audience seeks additional as much information as possible (Nurjanah et al., 2020). about a business due to a sense of curiosity through the internet before making a decision (Ramadhani et al., 2019) Said information came in so many forms, for example reviews about a product that can be found on the internet (Sugiyama, 2011). Business owners can facilitate this stage by providing essential information frequently requested by consumers, often presented in the form of Frequently Asked Questions (FAQ). These FAQs may include details such as the business address, available menu items, promotions, announcements, and more. Instagram offers tools that simplify the process for business owners to share such information. Key details can be provided through profile descriptions, story highlights, and external links. In this stage, while Biiru – Not A Sushi Bar has made some important information available, there remain significant gaps. The most notable omission is the lack of detailed information regarding the menu and the corresponding prices, which are critical for potential customers seeking further insights.

The *Search* stage, in brief, is about the accessibility of information regarding a business. Accessibility, in this context, refers to how easily the target audience can obtain the information they need. Effective information accessibility minimizes obstacles for the target audience when searching for relevant details. Examples of potential obstacles include requiring the target audience to switch between multiple platforms, waiting for the business owner to respond to a query, or encountering unhelpful or unfriendly communication when requesting information. These barriers can prevent the target audience from progressing to the *Action* stage, where they decide to make a purchase. A well-executed *Search* stage ensures that the target audience can access information effortlessly. Ideally, this means minimizing the need for platform switching, providing seamless access to necessary details, and reducing reliance on human interaction or waiting for responses to their questions. This streamlined process enables the target audience to move forward in their decision-making journey without unnecessary delays or frustrations. To reduce the obstacles faced by the target audience, business owners can provide a Frequently Asked Questions (FAQ) section and implement a chatbot to address audience inquiries. These features do not require human intervention and are accessible to the target audience 24 hours a day.

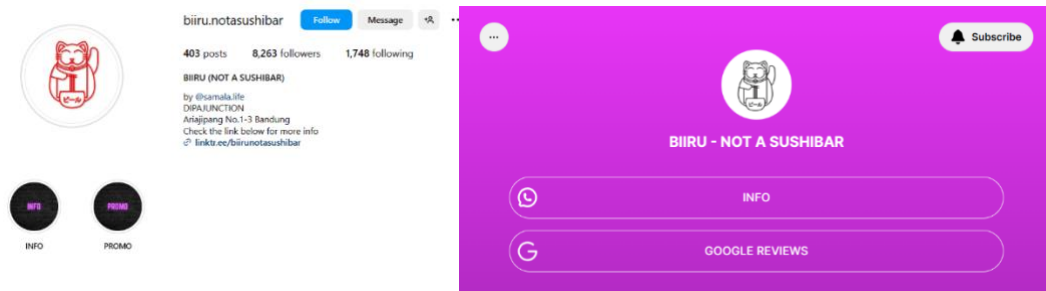


Figure 5. Search stages from Biiru – Not A sushi Bar

In addition to social media, the *Search* stage can extend to other digital platforms, such as search engines. According to Similarweb, as of December 2023, Google is the most popular search engine globally. The ease with which the target audience can find information about a product or service through search engines is a critical consideration in the AISAS framework. Often, Google provides more comprehensive information about a business compared to its social media platforms. Through Google, the target audience can access basic business information directly from the search engine, such as the address, operating hours, contact details, social media links, and photos uploaded by customers. However, despite the completeness of information available, a business should not rely solely on search engines like Google as the primary medium for the target audience to seek information. This is due to the fact that information on Google can be edited by individuals with appropriate privileges, and it is vulnerable to review bombing—a practice where a business is targeted by malicious users leaving low ratings and negative reviews.

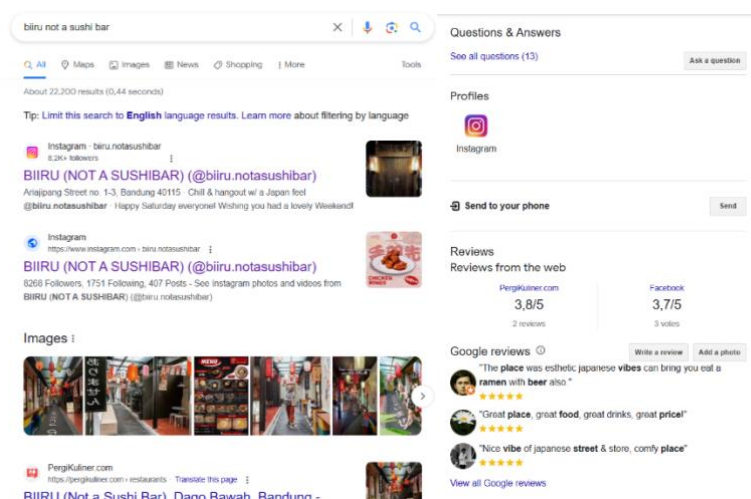


Figure 6. Search engine as one of method at search stages

4. Action

This stage is where consumers make a purchasing action (Sugiyama, 2011). This is when consumers can experience the product or service first hand (Nurjanah et al., 2020). In the context of Biiru – Not A Sushi Bar, the business owner does not need to create specific content for the *Action* stage, as this is the phase where consumers make their purchases. Although content creation is not required at this stage, the business owner must ensure that the product or service offered meets or exceeds consumer expectations. This is essential to encourage consumers to provide positive reviews of their experience in the subsequent stage. In the context of other businesses or ventures that rely on interactions between business owners and consumers, the *Action* stage serves as the point where a business implements a call to action—an initiative aimed at encouraging consumers to make a purchase or take the desired action. To facilitate this stage, business owners can offer consumers

something special and exclusive, such as a limited-edition item or a time-sensitive opportunity. This approach creates a sense of urgency and exclusivity, motivating consumers to act promptly.

For example, to promote a newly opened restaurant, the establishment could host a giveaway for the first visitors. However, to increase interaction and spread brand awareness, participants would be required to share the giveaway on social media. This action directly relates to the subsequent stage: the *Share* stage. Another approach that can be employed is leveraging something or someone with significant influence and reach to encourage consumers to make a purchase. For example, to promote a film, the production team could organize a meet-and-greet event to capture the attention of the target audience, ultimately leading to ticket purchases. In addition to meet-and-greet events, the production team could hold press conferences, appear on television programs, participate in premiere screenings to watch the film alongside fans, or make public appearances to generate interest and engagement.

Although the aforementioned methods may not have an immediate impact, these steps can influence individuals who were initially uninterested in making a purchase to reconsider and be persuaded in their purchasing decisions.

5. Share

The *Share* stage occurs when consumers share their experiences after completing the *Action* stage (Ramadhani et al., 2019). This stage represents a form of digital word-of-mouth (Sugiyama, 2011) that can either strengthen or weaken a brand's image. If consumers are satisfied with the product or service provided and share their positive experiences with friends and relatives, stating that the product or service met their expectations, there is a significant likelihood that those friends and relatives will also use the same product or service. Although the *Share* stage is typically initiated by consumers, business owners can amplify its impact by reposting these reviews. This reposting activity can be enhanced by using story overlays. Story overlays can be employed to indicate that a specific review pertains to a particular business, effectively watermarking the review. This ensures that the review cannot be stolen or misused as a fake review by other businesses.

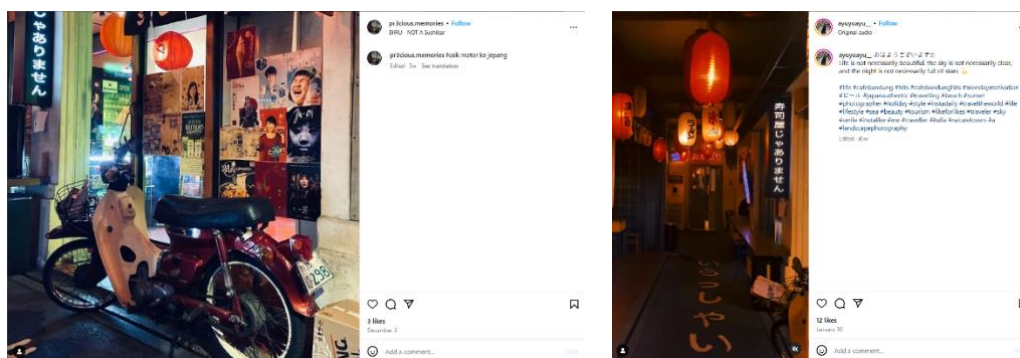


Figure 7. Content with share type

After conducting an AISAS analysis of Biiru – Not A Sushi Bar, the author identified several issues. The first is the lack of basic information frequently requested by consumers, commonly referred to as Frequently Asked Questions (FAQ). This issue can be easily addressed by utilizing Instagram's highlights feature to prominently display the FAQ. If multiple external links are required, platforms such as Linktree can be utilized to store and organize these links. Through a single Linktree link, Biiru – Not A Sushi Bar can provide access to external resources such as contact numbers, menu details, location, and other potential services offered.

The second issue pertains to branding. Branding efforts will not have a significant impact if the product or service being branded does not offer a specific value. Biiru – Not A Sushi Bar has positioned itself as a Japanese-style bar that serves alcoholic beverages. However, a problem arises when consumers who wish to experience the ambiance of Biiru – Not A Sushi Bar are unable to consume alcoholic beverages for various reasons. In such cases, these potential customers may lose

interest in visiting the establishment. One might argue that such consumers are not the target audience for Biiru – Not A Sushi Bar, as they do not align with the bar's core value proposition. However, it is important to remember that the primary objective of any business is to maximize profit. Excluding a segment of potential customers due to restrictive value alignment may limit the business's overall revenue potential. Therefore, addressing this concern by broadening the product offering could help attract a wider audience while maintaining the brand's identity.

The third issue identified pertains to the reach of advertisements by Biiru – Not A Sushi Bar. Currently, Biiru – Not A Sushi Bar has not fully utilized the potential of Instagram Ads. Thus far, the bar has relied primarily on content creators with relatively small followings to promote its offerings. This issue can be addressed by creating dedicated content specifically designed to capture attention through Instagram Ads. Such advertisements would represent the *Attention* stage carried out directly by Biiru – Not A Sushi Bar, rather than being dependent on content creators or external factors. This approach would enable the business to expand its advertising reach and directly engage a broader audience.

The fourth issue is that Biiru – Not A Sushi Bar does not independently implement a call to action. As previously explained, Biiru – Not A Sushi Bar relies heavily on content creators to promote its offerings. Thus far, the bar has depended on the interaction between content creators and their audiences to execute calls to action. The most common calls to action mentioned in post comments include phrases such as “a must-visit place,” “perfect for chilling, isn’t it?” and “when in Bandung, you have to come here”; see Figure 2 for details. While there is no inherent problem with leveraging content creators for promotional efforts, business owners should also independently initiate calls to action. One possible approach is to conduct a merchandise giveaway with a specific purchase requirement. Merchandise giveaways are recommended because the items provided are unique and cannot be obtained elsewhere, creating added value for consumers and reinforcing the brand identity of Biiru – Not A Sushi Bar.

Overall, Biiru – Not A Sushi Bar does not face significant challenges in its branding or promotional strategies. However, its promotional efforts have not yet been fully optimized. While Biiru – Not A Sushi Bar already possesses clear value, differentiation, and a well-defined niche, it still needs to improve its branding and digital marketing strategies. These enhancements are expected to enable the business to reach a broader target audience through more effective advertising

CONCLUSIONS

As technology advances, advertising has paralleled this development. Today, advertising leverages digital media, offering greater advantages compared to conventional media. Digital media advertising transcends geographical limitations, directly targets audiences likely to have an interest in the advertised product, and incurs relatively lower costs than advertising through traditional media channels.

Biiru – Not A Sushi Bar focuses on its unique advantage as a Japanese-themed bar in Bandung. Thus far, the bar has employed digital word-of-mouth promotion as its primary marketing strategy. Although word-of-mouth promotion has long been utilized, the advent of digital media has significantly expanded its reach, particularly when executed by content creators with a large follower base.

Although the AISAS method is currently one of the most frequently used approaches for promoting a business, it is possible that a more concise and effective method may emerge in the future. Similarly, the media utilized for promotion will not always be limited to social media and websites. Business owners must remain vigilant and aware of potential changes in trends. With the dynamic nature of digital media, consumers continuously seek new and unique experiences delivered through diverse platforms.

The author encountered several limitations and challenges in researching the case of Biiru – Not A Sushi Bar, such as time constraints and a lack of close engagement with the business overall. It is hoped that future research can address these shortcomings and incorporate newer methods if the AISAS method is deemed ineffective and a superior alternative has been developed.

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