Application of the AISAS Model in #JNEMajuIndonesia Contents in Social Media by ImagiXancil Agency

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Abstract

The use of the internet in Indonesia increases by more than 10% every year. This is seen by most major companies, as well as micro, small, and middle-class businesses as opportunities to promote their products through digital media with specific target markets. Utilizing the use of digital marketing as a marketing strategy is one of the methods. According to the survey by We Are Social and Hootsuite, social media is the most widely used means. The companies require to use an accurate marketing communication strategy in order to deliver their messages to their target markets. As a result of high demand and necessity, came various advertising agencies with the purpose to help business companies to arrange and implement marketing communication strategies within certain periods of time to achieve the companies' goals. One of these agencies is ImagiXancil, which has been experienced in marketing and advertising. The purpose of this research is to identify each dimension of the AISAS model in #JNEMajuIndonesia by ImagiXancil agency. This research uses a theory based on a marketing communication strategy, a marketing mix wthat focuses on promotion. Implementation from the AISAS model by Dentsu, which is a change in consumers' behavior pattern is also included. AISAS is a model that was planned or designed to do an effective approach to the predetermined target markets by observing at changes in behavior particularly the ones related to internet technology advances. The source of the reference is AISAS Model in Meliyana in 2018.

Keywords:

AISAS Model, Content, Advertising Agency.

INTRODUCTION

In the current era of technology, it is not surprising that almost every field is developing and growing very sophisticated and rapidly. One of the factors is because of the internet which can support almost every human activity. One of them is the marketing trend which is now also being impacted so that it adapts and is even more focused on being all digital. All activities that tend to focus on being done online can create new opportunities or opportunities for businesses to get closer to their target market.

In Indonesia itself, industry 4.0 also affects many sectors, one of which is the development of digital communication, which is now widely used, namely social media. The development of the industry and the development of the 4th industrial revolution has created new competitive digital spaces that require special expertise, especially in the commercial field of technology in ad placement, and this has become a new area for advertising practices that are now embraced by global agencies (John Sinclair, 2007). 2016: 3552). As a result of globalization and technological developments, digital media is currently growing more rapidly, marked by the rapidly maturing digital industry. It's no wonder that now many companies are pursuing or even relying on their capabilities in the digital realm for all sales activities or just a way of marketing. According to Ida Ayu (2019: 66), digital media is preferred nowadays because costs tend to be cheap. Not only that, but the company also wants bigger and maximum results. In the advertising industry, the development of the internet has also influenced the way to communicate and convey information (Retnaningsih, 2020, accessed on January 2, 2022).

According to the results of a survey conducted by the Association of Indonesian Internet Service Users (APJII), it shows that the penetration and behavior of internet users in Indonesia is always increasing by more than 10% every year. In 2017, there were 143.25 million people using the internet. In 2018 it reached 171.17 million or equivalent to 64.8% of the total population of Indonesia. Meanwhile, in 2020 in the second quarter, the number of internet users in Indonesia has reached 196.7 million or 73.7% of the total population of Indonesia (accessed through the official APJII website on November 25, 2021). With the increasing use of digital among the public, it can encourage market demand for a business opportunity. This can support development and also make it easier for companies and organizations to advertise through digital media.

In January 2018, research results from Indonesia Digital Landscape made by Hootsuite and We Are Social noted that there were already more than 130 million active social media users, or equivalent to 50% of the total population in Indonesia. From this number, it can be seen that there is an opportunity due to the high interest of the audience in using social media for the use of brands in this realm to meet their target consumers. The growth in the use of social media can be seen through the comparison of the image below, namely with 2021.

On February 11, 2021, the data has been updated from the report "Digital 2021: The Latest Insights into The State of Digital" showing active social media users reaching 170 million of Indonesia's total population of 274.9 million. This shows an increase in the use of social media to reach 61.8% in 2021. This opportunity can be utilized for companies to maximize their marketing communication strategies through social media. Social media is one of the most frequently opened and accessed applications by internet users in Indonesia. Various types of social media support people's lifestyle changes, such as YouTube, Facebook, TikTok, Instagram, Twitter and other social media.

Digital marketing promotions carried out by this company can be more easily embraced because it is easier to reach audiences with more specific goals than offline media. Based on Kumparan.com (accessed on December 20, 2021), the reasons why it is important to use digital marketing in today's era, include: connecting with consumers more easily (such as when they want to launch or just provide information about products owned by a company. by investp, this method can increase consumer engagement by up to 89%), able to track consumer behavior (with the support of Artificial Intelligence or commonly known as AI, which can track, record

and process large amounts of consumer data), expand market share (search for potential customers) with a much wider reach than what can be obtained), reduce conventional marketing costs (the costs incurred are much cheaper on digital than conventional ones such as television, newspapers, and magazines), and are highly competitive in the digital era (digital marketing can provide value for money). added for a company because of the high competitiveness in the era digital now. One of them is by building its image and reputation through content to foster trust in organic social media).

A marketing communication strategy itself is a plan in delivering messages that are designed in such away. It aims to achieve an effective communication process. Before arriving at the final dimension where the consumer's decision to look at a brand, a good communication strategy is needed so that the views that you want to instill in consumers can reach the right and on target. Therefore, the preparation of the AISAS model is one of the important factors that must be considered at the beginning.

With the high interest and need from companies in advertising, new advertising agencies have emerged with the aim of managing and providing advice to companies so that the content in the marketing strategy can develop. This agency will help the company or brand in communication and advertising strategies that will be carried out in the future within a certain period of time. The results or outputs can be seen in the form of ideas or projects that are carried out with an agreement between the brand and the agency. The media used by the agency to convey its message to the brand's target market is dominated by digital media, including television, the internet, and social media (YouTube, Twitter, Instagram, and TikTok).

ImagiXancil is one of the agencies engaged in marketing and advertising and has been established since 2015. From his experience until now, the services provided continue to grow, including marketing strategy & advertisement, digital assets development, creative content production, and digital media placement. ImagiXancil is interesting in the eyes of researchers because it has held several well-known brands as clients such as JNE, CRP Group (covering Upnormal and Bakso Boedjangan), Matahari Department Store Tbk (MDS), Gery (Garuda Food) and Kacang Garuda, Extra Joss, Chocolatos, Kalbe , Kuaci Rebo, and Bank Mega.

From the above background, researchers are interested in conducting research by analyzing problems regarding digital marketing as a marketing communication strategy using the AISAS model and descriptive qualitative methods using research techniques in the form of interviews, observations, and documentation as outlined in scientific writing with the title "Application of the AISAS Model In #JNEMajuIndonesia Content on Social Media by the ImagiXancil Agency".

LITERATURE REVIEW
Marketing Communication

Marketing communication theory consists of two words, namely communication and marketing. The definition of communication is the process of exchanging information between individuals with one another, while the definition of marketing is the activities carried out by an organization or company in exchanging information to consumers about a product or service. So it can be concluded by Kotler and Keller (2012: 476) that marketing communication is a means used by an organization or company in providing information, persuading, and reminding potential buyers and buyers about products sold either directly or indirectly. This marketing communication should also be arranged as well and attractively as possible, so that potential consumers can pay attention and be interested in a brand or company through marketing communications packaged through an advertisement. Not only interesting, marketing communications made by a company must follow the times or trends and trends in consumer behavior at that time. Companies must be very careful and sensitive to changes in consumer behavior which are also followed by other changes, such as accompanying changes in consumer

behavior change in the development of technology. Broadly speaking, marketing communication has three objectives (Tjiptono in Rosdiana, 2019), namely:

(1) Informing (Providing Information)

Promotion makes consumers aware of new products, educates them about the various features and benefits offered by the brand, and facilitates the creation of the image of a company that produces the product or service. Promotion displays the role of information, both for advertised brands and consumers, by teaching new benefits of existing brands.

(2) Persuading (Persuade)

A good promotional or advertising media will be able to persuade customers to try the products and services offered. Sometimes persuasion takes the form of influencing primary demand, that is, creating demand for the entire product category. More often than not, promotions seek to build secondary demand, a demand for a specific company brand.

(3) Reminding

Advertising keeps the company's brand fresh in the minds of consumers. When a need arises, related to advertised products and services, the impact of past promotions allows the advertiser's brand to be present in the minds of consumers. Advertising is further demonstrated to influence brand switching by alerting consumers who have not recently purchased a brand that is available and contains favorable attributes.

Marketing Communication Strategy

Marketing communication strategy is a way used by companies to inform, persuade, and remind about brands and products offered to consumers directly or indirectly. A marketing communication strategy is a unified, comprehensive, integrated plan that ties the company's strategic strengths to the challenges in the environment and which is designed to ensure that the process of disseminating information about the company and what it wants to offer to the target market (Pike in Puji, 2017). Broadly speaking, it is explained that the marketing communication strategy is a tool to achieve the goal of providing information, influencing, and promoting a marketing activity in order to achieve company success.

According to David J. Rahman in Cangara (2020: 79-80), the principle of marketing consists of the process of planning and pricing, promotion and dissemination of ideas, goods, and services to create exchanges that have benefits to meet individual satisfaction or organizational goals. On this basis, marketing must be driven by four basic elements, also known as the marketing mix, with the following explanation:

a. Product, the form can be in the form of goods or services produced by a business that wants to be marketed to meet the needs of buyers,

b. Place, which is used to distribute or display (display) the goods that have been produced to attract the attention of buyers.

c. Price, is the value of the goods or services offered. Price can determine competitiveness in the market, thus the price has a target market segment.

d. Promotion or efforts made to attract the attention of buyers through communication strategies.

Of the four elements of marketing, promotion is the element that is related to communication planning. An existing product will not be able to be sold if it is not promoted. Meanwhile, promotion requires a strategy in communication planning. In promotional activities, the wrong assumption often arises, namely that the expenditure for promotion is considered a waste, whereas the costs incurred for promotion should be considered as an investment. According to Kotler in Firmansyah (2020:60-64), there are five types of promotion (promotion mix) which are a combination of five marketing communication models, namely advertising (advertising), face-to-face selling (personal selling), sales promotion (sales promotion), relationship community and publicity (publicity and public relations), as well as direct marketing (direct marketing).

a. Advertising

Advertising is the presentation of non-personal information about sponsor-funded products, brands, companies or outlets. This advertisement has the aim of influencing the image, beliefs, and attitudes of consumers towards products and brands, as well as consumer behavior. In fact, advertising can be considered image management, namely creating and imprinting images and meanings in the minds of consumers. Advertisements are usually delivered via TV, radio, print media, billboards, signboards, or other media.

b. Personal Selling

Personal selling is an effective tool at later stages of the buying process, particularly for building preferences, beliefs, and driving consumer action.

c. Sales promotion

Sales promotion is a direct inducement to consumers to buy a product. Promotions can be done through discount programs or offer value-added (premiums) if consumers want to buy products. Although television advertising could be more glamorous, more marketers' funds are allocated for various forms of promotion.

d. Public relations and publicity

Publicity includes various forms of free communication that are useful in enhancing the image of a company, product or brand. For example, a special coverage article for the Kompas newspaper comparing a number of laptop brands provides useful product information for consumers, without the computer market players spending money. Likewise, coverage of new products and brands, comparisons of brands in business magazines, newspapers or the internet, or talk-shows on radio or television provide consumers with product information.

e. Direct marketing

Direct marketing is a direct relationship with targeted consumers with the aim of getting a response as soon as possible to create a good relationship with customers in the long term. This includes telemarketing, catalogs, placing posters in kiosks, advertising via the internet and so on.

Digital Marketing

According to Phamendyta Aldaning Azaria, Srikandi Kumadji, and Fransisca Yaningwati (2014), digital marketing shows more on the perspective of how the internet can be used together with traditional media to obtain and provide services to customers in two ways. First, improve efficiency in traditional marketing functions, second, e-marketing technology is changing marketing strategies a lot. An alternative term is e-marketing which can be considered to have a broader scope it refers to the use of technology to achieve marketing objectives and external and internal perspectives. Therefore, not a few companies are competing to advance in terms of branding and sales using digital marketing techniques.

While digital marketing according to Chaffey and Chadwick (2016: 11) is a form of application from the internet and has a relationship or relationship with technology or digital, which has a relationship or introduction to traditional communication to achieve a marketing goal or marketing objectives. Digital marketing activities include promotional activities, both to promote a brand, product or service using digital media. Digital marketing innovations have a considerable effect or impact on marketing activities. Andi Gunawan (2019: 11-12) states that digital marketing or what can be referred to as digital marketing is all efforts made in terms of marketing using internet-connected devices with various strategies and digital media, which aims to communicate with potential consumers through various channels. Online communication. Various digital marketing access that you can try with the aim that potential customers can see our offers, namely:

a. Website
b. Blog
c. Social Media (Instagram, WhatsApp, Line)

d. Interactive Audio Video (YouTube, videos)

e. Interactive audio (Podcasts, Soundcloud, Spotify)

f. Display Ads

There are factors that support this change in the digital world because, among others, advertising from offline channels is only one-way, it is difficult to get feedback, cannot reach the audience in detail, is expensive, and its performance is difficult to know. Not to mention the addition of cases of the COVID-19 pandemic in all countries, this has also had a major impact on changes in marketing techniques, which are now more dominant in the use of digital media.

Digital marketing is one of the methods used for marketing a brand or a product through a platform, such as social media on Instagram, TikTok, Twitter, Facebook, LinkedIn, Google, YouTube, websites, and many more. Andi reiterated that this method is more capable of reaching consumers, relevant, and on target according to the needs and desires of consumers. Not a few of a brand prefers to use digital marketing as part of the way they advertise or offer a product or service to consumers. Some examples of common techniques in marketing that are included in digital marketing are SEO (Search Engine Optimization), online advertising such as FB ads and Google Ads, routine content creation on social media, print media promotions, television and radio advertisements, electronic billboards, email marketing, mobile marketing, and more. Meanwhile, according to Afrina Yasmin, Sadia Tasneem, and Kaniz Fatema (2015) the most important types of digital marketing are online advertising, email marketing, social media marketing, text messaging (such as SMS and MMS), affiliate marketing, Search Engine Optimization (SEO). , and Pay Per Click (PPC).

AISAS Model

Sugiyama and Andree stated that the AISAS model is a form or model of consumer behavior seen through digital or commonly known as online, which was created and developed by Dentsu, an advertising agency from Japan (Meilyana, 2018, accessed on December 14, 2021). AISAS is a change in consumer behavior patterns. This AISAS is a model that has been planned or designed to approach effectively a predetermined target audience by looking at changes in behavior that occur especially related to the background of internet technology advances. Previously called AIDMA, which is a simple but effective model for traditional advertising with relatively simple products, where the real goal is to get consumers to choose a brand from among many choices or choose the one that is top of their minds.

With the development of technology and the internet, the model also adapts to the AISAS model. This model is an abbreviation of Attention, Interest, Search, Action, and Share, where prospective consumers or customers who begin to see, pay attention to the product, service, or advertisement of the product (Attention) and generate interest from the consumer (Interest) so that the desire arises to collect information or see in more detail, such as information or content (Search) about the item. Prospective consumers then make an overall assessment or conclusion based on the data or information collected, then make a decision to make a purchase (Action). After purchase, consumers become informants by talking to other people or by posting comments and impressions on the Internet (Share).

Social Media

Social media or what is commonly referred to as social media is an instant media that is widely used in the current era because it has functions and roles that are closely related to each individual. In addition to functioning as a tool for communication, mass media can also be a means for users to explore various kinds of information with very easy access.

a. Definition of Social Media

According to Van Dijk in Nasrullah (2020, accessed on January 4, 2022), social media is a forum for media that focuses on the existence of users who provide space or a place for them to do activities and collaborate individually or together. Meanwhile, according to Nasrullah (2020, accessed on January 4, 2022), social media is a medium or communication tool available via the

internet that allows users to communicate with other users, collaborate, interact, present themselves, share, and form virtual social bonds. or through cyberspace. Another definition of social media is a means for consumers to share text, image, video and audio information with each other and with companies and vice versa (Kotler in Prysmadana, 2018, accessed on January 4, 2022).

b. Social Media Functions

According to Puntoadi (in Prysmadana, 2018, accessed on January 4, 2022), there are two functions of social media:

(1) Excellence in building personal branding. Social media does not determine or does not have absolute benchmarks, but it is the audience from social media that determines.

(2) Provide opportunities between brands and consumers for closer interaction. It is through social media that it connects more closely between marketers and target audiences.

RESEARCH METHODS

The subjects of this research are the employees of ImagiXancil agency such as Anggun Triadi, Nadya Triyuliandra, Nawang Warih, Bramantya Dwi Adhiwardhana, and Kezia Carissa who are closely related to PT Tiki Jalur Nugraha Ekakurir (JNE).

The approach used in qualitative research uses a descriptive qualitative approach. This approach is research without using statistical figures but through descriptive exposure, which is to explain a symptom, event, and event that occurs and becomes a focus of attention to be later described as it is in accordance with the state of reality. The purpose of descriptive qualitative research is to make descriptions, pictures, and paintings in a systematic, factual, and accurate way about the situation and the relationship between the phenomena being investigated. According to Nasir, descriptive characteristics do not only describe a phenomenon or event, but also explain relationships, test, hypotheses, make predictions, and get the meaning and implications of a problem to be solved (Rukajat, 2018:1). In addition, according to Sugiyono (2017: 59), the descriptive method is research that describes, describes or describes the state of the object under study as it is, according to the circumstances and circumstances when the research was conducted. Therefore, in this study, the researcher presents data by focusing on clear and detailed sentence descriptions that can describe the situation according to the facts on the field.

Data collection techniques are methods used by researchers to obtain or obtain data that will later be processed. According to Iryana and Kawasati (2019: 4) there are five data collection techniques from qualitative methods, namely interviews, observation, documentation, questionnaires, and group discussion forums (FGD). In this study, researchers used three data collection techniques, including interviews, observation, and documentation.

There are several steps taken to analyze the data used in this study from the interactive model analysis by Miles and Huberman in Sugiyono (2020: 132-142), which divides the steps into data collection (data collection), data reduction (data reduction), presentation data (data display), and drawing conclusions or verification (conclusions or verification).

1. Data Collection

In the first model analysis, data collected from interviews, observations, and various documentation based on the right categorization, or all three or triangulation with research problems were then developed to deepen and sharpen the data through subsequent data searches.

2. Data Reduction

After collecting data, the researcher will obtain a large amount of data that the researcher obtains from the field. Therefore, it is necessary to record carefully and in detail. The longer the researcher is in the field, the more data will be obtained, and the more complex and complicated the data will be. Therefore it is necessary to reduce the data. Data reduction is a form of analysis that focuses, categorizes, directs, selects unnecessary data, and organizes data in such a way that final conclusions can be drawn and verified. With the reduction, the researcher will summarize,

take the main and important data and discard or get rid of data that is not important. In reducing data, researchers will be guided or guided by the theory and goals to be achieved so that they can focus on the findings in research (Miles and Huberman in Sugiyono, 2020: 134-135).

This first step comes from the results of observations, interviews, and documentation obtained in the field. The goal is to collect all data about marketing communication strategies with the application of the AISAS model, the use and effects of digital marketing, as well as the media used to convey the message to the target market desired by the client.

3. Data Display

Miles and Huberman in Sugiyono (2020: 137-138) said that the next step is data presentation. Presentation of data can be done in the form of brief descriptions, pictures, charts, relationships between categories, and flowcharts. The thing that is mostly used to present data in qualitative research is narrative text.

Presentation of data or data display is a step to organize data in an information structure that is dense in meaning so that conclusions can be easily made. The presentation of data is usually made in the form of a story or text. By presenting data in the form of narrative text, it will be easier for researchers to understand what has happened before and can plan further work based on what has been understood. Furthermore, when the researcher presents the data, in addition to narrative text, it can also be in the form of images.

In this study, the presentation of the data that the researcher presents is regarding the application of the AISAS model as a marketing communication strategy carried out by the ImagiXancil agency in the form of narrative text supported by pictures to complete the narrative.

4. Conclusion or verification

According to Miles and Huberman (Sugiyono, 2020: 141-143), the last step is drawing conclusions and verification. The initial conclusions obtained are still not permanent or temporary if there is no strong evidence to support the next stage of data collection, or they may change due to additional relevant data. However, if the conclusions stated earlier are supported by valid and consistent evidence when the researcher returns to the field when collecting data, then it can be said that the conclusions previously stated are credible. The conclusion made is the answer to the research problem.

Thus, conclusions in qualitative research may be able to answer the problem formulation formulated from the start, but may not. Because, like the previous statement, that the problem and problem formulation in qualitative research is still not permanent or temporary and can even develop after the research is in the field. Therefore, in drawing this conclusion, the researcher not only uses the results of interviews with sources from the ImagiXancil agency, but also looks through observations and also documentation of actual field data.

RESULTS AND DISCUSSION

AISAS model is one method that can be used to analyze and become a reference in planning or marketing communication strategies. AISAS model is the process of receiving messages by consumers or target audiences to determine whether consumers can capture the message that the brand wants to convey. This model has been planned or designed to approach effectively to a predetermined target audience by looking at changes in behavior that occur especially related to the background of advances in internet technology. This AISAS model is a communication success that can be measured through Key Performance Indicators (KPI) which has become an agreement between the brand and the agency that designs and executes its strategy. As discussed in the previous section, this research focuses on discussing the #JNEMajuIndonesia campaign in the December 2021 period. From the data that has been collected previously, the AISAS model can be explained as follows:

The first dimension is attention. According to Sugiyama and Andree (Kasmana, 2020, accessed on January 3, 2022), the dimension is when the target audience sees a product or service or advertisement about it, and finally, they have attention to the brand. The actions taken by the agency here are planning, conducting joint discussions with clients in more detail about

the content, and making content plans and editorial plans for the implementation of content for the next month. This attention created also contains content that has been adapted to the platform used. The content created will of course follow the theme. Because the theme is #JNEMajuIndonesia, therefore the content it creates is not far from MSMEs in Indonesia. To maximize this attention, content is created using the same template, especially in the use of color, namely using the colors from the JNE brand, namely red and blue, as well as the use of yellow as a basis to generate attention or attention from the target audience. The flow that has been set by the agency is also well implemented during the work process so that misunderstandings occur very minimally at this agency.

The next dimension is interest. According to Sugiyama and Andree (Kasmana, 2020, accessed on January 3, 2022), at this stage, the target audience already has a sense of interest. This interest can grow because it is in accordance with the needs and desires of the target audience. In attracting the interest of the target audience, the agency maximizes in adjusting based on trends. Following the trend is not only limited to creating content that is the same as the trend, but also being elaborated so that it has the meaning that is in accordance with the brand value of JNE itself. In addition, the agency also takes advantage of the moments that exist every day. This momentum can be associated with big days such as Christmas, or other small anniversaries that may not be known by most audiences. As well as making direct comparisons with competitors to emphasize the positioning of the JNE brand. What this client (JNE) wants to emphasize is how to convey that JNE is an expedition service that cares about MSMEs in Indonesia and wants to advance Indonesia by involving MSMEs as one of the driving wheels of the economy in Indonesia.

The next dimension is search. According to Sugiyama and Andree (Kasmana, 2020, accessed on January 3, 2022), in this dimension consumers conduct deeper, detailed, and broader searches about a product or service. This search can be done through searches on the website or on social media. In this dimension, agencies take advantage of the use of search engines, namely by using hashtags. This can be useful and make it easier for the target audience to find out more and more about the JNE brand, especially in the #JNEMajuIndonesia campaign. Other keywords are #JNE, #ConnectingHappines, #JNEHappyBersama, #JNE31Year. In addition, to increase the search for the target audience, JNE also uses MSME communities on social media as one of the searches that can be found by the target audience. In this community, MSMEs can see further, such as joint activities with JNE such as when holding a giveaway. When an activity giveaway or other activities are held, it can increase the information that is spread on the internet and social media (and can enrich the information obtained by the target audience when searching for the JNE brand).

The next dimension is action. According to Sugiyama and Andree (Kasmana, 2020, accessed on January 3, 2022), in this dimension, the target audience performs an action or action. The action is the objective expected by the client. These objectives can be in the form of follow, comment, like, and share about the target audience's experience with the brand. This communication can even encourage the target audience or audience to use JNE's services or services. This action can be seen from the number of impressions on each social media platform used. The social media used by the agency for the JNE brand include Facebook, Instagram, Twitter, and YouTube. In this action dimension, the agency succeeded in increasing the engagement targeted by JNE. These results can be seen from the monthly report made by the agency at the end of each month. The report also includes comparisons with competitors to see a comparison of the advantages of the JNE brand with its direct competitors, namely J&T and SiCepat.

The last dimension is share. According to Sugiyama and Andree (Kasmana, 2020, accessed on January 3, 2022), dissemination here is the result or response to the experience received by the consumer after contacting or interacting directly with the product or service of the brand. This form of dissemination can be in the form of stories through testimonials, reviews, or dissemination of content that has been created to invite the target audience. The dissemination

carried out by the target audience is not only limited to social media, but also through blogs, and videos, and can be found on the internet. One of the efforts or actions that agencies take to increase the response to the spread of the target audience is to repost content or testimonials that have been given by the target audience. This can also have an impact or affect on the engagement and trust of other target audiences who have not yet reached the dimension of taking action. This spread is also maximized by the JNE brand through the community-owned by MSMEs involved with JNE.

All data that has been processed and from the results of monthly reports, it will be used as evaluation material for strategic planning and content for the future so that agencies can increase the success of the content and provide input to related brands or clients to be able to maximize ideas and content in the following month so that can become a superior brand and become an option or be top of mind for the target audience.

Competitors are not only competitors but can also support each other. For example, this agency can work with other agencies to run content on the same client. In this JNE client, the ImagiXancil agency is not only alone but also together with other agencies in handling events held by JNE clients. One of them is JNE's 31st-anniversary celebration.

CONCLUSIONS

The results of research that has been carried out by researchers regarding the application of the AISAS model in #JNEMajuIndonesia content on social media by the ImagiXancil agency, the following conclusions can be drawn:

First, seen from the dimension of attention or attention. In introducing the brand to the audience through the presence of content, it is important to pay attention to a display that has a characteristic so that when the audience sees it. This is important so that they can realize that the content belongs to a brand. In this case, the agency attracted the attention of the target audience regarding the #JNEMajuIndonesia campaign which focuses on MSME support from PT Tiki Jalur Nugraha Ekakurir (JNE) through its content using supergraphic techniques.

Second, viewed from the dimension of interest or interest. In attracting the interest of the target audience, the agency relies on and adapts to the current trends and momentum (small to large scale). After that, the agency will elaborate on the brand value owned by JNE, as well as related to the #JNEMajuIndonesia campaign which focuses on supporting Indonesian MSMEs.

Third, seen from the search dimension or search. In the #JNEMajuIndonesia campaign, there are also other hashtags which are hashtags from the JNE campaign umbrella to maximize search for audiences. In addition, the agency also maximizes it by using communities from incorporated MSMEs, as well as social media used by JNE branches.

Fourth, viewed from the dimension of action or action. The process of delivering messages to the audience when measured through Key Performance Indicators (KPI) has been achieved in the form of engagement and impressions. The competitor reviews also show that PT Tiki Jalur Nugraha Ekakurir or JNE has advantages in followers and engagement compared to its competitors.

Fifth, seen from the dimensions of share or spread. The spread of the target audience is one part of the objectives to be addressed. Therefore, to increase the spread, the agency ensures that the distribution carried out by the target audience gets a response from social media owned by JNE. So, the target audience can increase this spread through social media or their blogs.

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