

The Use of AIDA Model: A Study of Tasya Farasya in Influencing People's Buying Behaviour in the Beauty Industry = Penggunaan Model AIDA: Kajian Tasya Farasya dalam Mempengaruhi Perilaku Membeli Masyarakat di Industri Kecantikan

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Abstrak

Di zaman sekarang ini, banyak bisnis memanfaatkan dukungan publik figur untuk meningkatkan penjualan dan brand awareness mereka, bahkan juga untuk memperluas target market mereka. Dikarenakan banyak brand dari berbagai industri menyadari seberapa besar dampak dari endorse publik figur ini, mereka semakin bergantung kepada mereka karena publik figur ini mempunyai kemampuan untuk mempengaruhi orang terhadap suatu produk atau servis. Hal ini mendorong pelaku bisnis untuk lebih banyak berkolaborasi dengan influencer dan hal ini terlihat dari kasus Tasya Farasya dan dampak endorsement di industri kecantikan. Oleh karena itu, makalah ini bertujuan untuk memahami bagaimana konsep teori AIDA model (Lewis, 1898) menjelaskan pengaruh publik figur dalam mempengaruhi perilaku pembelian masyarakat melalui endorsement Tasya Farasya di Instagram. Penelitian ini menggunakan metode kualitatif dan metode pengumpulan data sekunder digunakan untuk menganalisis unsur AIDA dalam fenomena endorsement Tasya Farasya. Penelitian ini, kemudian, menunjukkan bahwa ada beberapa tahapan yang dilalui seseorang dalam proses pengambilan keputusan untuk membeli produk atau layanan, dan tingkat keefektifan model ini bergantung pada siapa yang di endorse.

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