

Penerapan Model Aida (Attention, Interest, Desire, Action) Dalam Strategi Optimalisasi Konten Instagram Untuk Meningkatkan Reach Dan Engagement: Studi Kasus Dai Peduli = Application of AIDA (Attention, Interest, Desire, Action) Model in the Instagram Content Optimization Strategy to Increase Reach and Engagement: Case Study of Dai Peduli

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Abstrak

Penelitian ini mengkaji penerapan model AIDA (Attention, Interest, Desire, Action) dalam strategi optimalisasi konten Instagram @daipeduli untuk meningkatkan jangkauan (reach) dan keterlibatan (engagement) audiens. Latar belakang penelitian didasari oleh tingginya engagement pada konten emosional dan kolaboratif, namun dengan pertumbuhan pengikut yang masih stagnan. Tujuan penelitian meliputi identifikasi kekuatan dan kelemahan konten berdasarkan empat tahapan AIDA, evaluasi hubungan penerapan model dengan metrik performa, serta perumusan rekomendasi strategis berbasis benchmarking terhadap lembaga sosial sejenis. Metode yang digunakan adalah deskriptif kualitatif-kuantitatif, dengan pengumpulan data melalui observasi Instagram Insights, wawancara semi-terstruktur, dan benchmarking terhadap enam institusi—terutama Sharinghappiness.org sebagai acuan utama. Hasil analisis menunjukkan konten emosional dan kolaboratif unggul di semua elemen AIDA, sedangkan konten informatif kurang efektif mendorong Desire dan Action. Meskipun engagement rate mencapai 26,54%, pertumbuhan pengikut masih rendah dan konversi aksi nyata (donasi/follow) minim. Rekomendasi mencakup peningkatan kolaborasi rutin, penguatan storytelling emosional, dan penempatan CTA yang konsisten untuk mendorong konversi.

.....This study examines the application of the AIDA model (Attention, Interest, Desire, Action) in optimizing Instagram content strategy on @daipeduli to enhance audience reach and engagement. The research is motivated by the high engagement levels found in emotional and collaborative content, despite stagnant follower growth. The study aims to identify the strengths and weaknesses of content based on the four AIDA stages, evaluate the relationship between model implementation and performance metrics, and formulate strategic recommendations through benchmarking with similar social institutions. A descriptive qualitative-quantitative method was employed, involving data collection through Instagram Insights observation, semi-structured interviews, and benchmarking with six institutions—mainly using Sharinghappiness.org as the primary benchmark. The analysis reveals that emotional and collaborative content performs strongly across all AIDA elements, whereas informative content is less effective in driving Desire and Action. Despite an engagement rate of 26.54%, follower growth remains low, and the conversion to tangible actions (donations/follows) is minimal. The study recommends increasing routine collaborations, strengthening emotional storytelling, and placing consistent Calls-to-Action (CTA) to boost conversion rates.