

Content Marketing Analysis in Marketing Communication Strategy using AIDA Theory in the Instagram application (Case Study of the Bumil_Pintar Instagram account)

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ABSTRACT

Digital education for pregnant women not only provides necessary information, but also provides support, comfort and confidence as they prepare for the arrival of their little one. That way, this can also be felt by pregnant women whose gestational age is approaching birth and who are already vulnerable and cannot leave the house. Home Education Indonesia has several programs, and one of them is a webinar regarding education for pregnant women. Every day we also provide information about pregnant women via social media Instagram (@bumil_pintar). Research using descriptive qualitative methods, researchers try to analyze the content marketing phenomenon on the @bumil_pintar Instagram account in carrying out marketing communication strategies in the digital marketing era by using social media to educate and promote services offered to pregnant women. The interview and observation process was carried out on informants, namely 7 pregnant women who had attended the webinar on pregnant women. Home Education Indonesia has succeeded in implementing the AIDA theory (Attention, Interest, Desire, Action) in its promotional activities. In the aspect of attention, interesting and informative content is recognized as being able to attract the attention of potential webinar participants.

INTRODUCTION

The world has witnessed rapid digital transformation, affecting various industrial sectors. The Industry 4.0 era, which highlights automation, digitalization, and the integration of advanced technologies, has formed the framework for many current business practices, including digital marketing (Schwab, 2016). In the transition to Industry 5.0, we anticipate a greater emphasis on collaboration between humans and machines, providing new opportunities and challenges for digital marketers (Brynjolfsson & McAfee, 2014). Era 4.0 brings us tools like artificial intelligence, data analytics, and automation that have influenced the way companies communicate with their customers (Chaffey & Ellis-Chadwick, 2019). Furthermore, with the arrival of Era 5.0, the industry is expected to emphasize the importance of a human-centered approach (*human-centric approach*), where technology is used to enhance the human experience, not just replace it.

Digitalization and the development of information technology have brought dramatic changes in various aspects of daily life, including education. Maternal education, which focuses on providing information and skills necessary during pregnancy, labor, and postpartum, has also been affected by this trend. In the transition from the Industrial Era 4.0 to the Industrial Era 5.0, we can observe a significant change in society's interest in learning about pregnant women, which is driven by the following factors such as, advances in technology and increasingly widespread internet penetration have made information about pregnancy and care maternal care becomes more accessible to society (Selwyn, 2022).

Pregnant women can quickly find information about their pregnancy, fetal development, and health advice from various online sources. Thus, today's pregnant women are increasingly aware of the importance of good maternal care, and they are looking for more in-depth information about pregnancy, childbirth and postpartum care (Hill, 2019). This creates greater interest in pregnant women's learning.

Pregnancy is an important period in a woman's life, filled with physical and emotional changes, as well as an increased need for information regarding health, nutrition, preparation for childbirth, and baby care. In today's digital era, technological advances have allowed pregnant women to gain access to information and educational resources in a way that has never been possible before.

Technology in knowledge about pregnancy has several significant benefits, namely: First, accessibility. The digital platform allows pregnant women to access information anytime and anywhere, allowing them to learn according to their own schedule and at the time most convenient for them, without having to attend physical classes or workshops.

Second, diverse content. In digital marketing and content strategy refers to the way a brand or organization uses various types of content to reach their audience. Different types of content can include text (blog posts, articles, guides), images (infographics, memes, photos, and so on), videos (tutorials, video blogs, promotional videos, interviews, and so on), podcasts (discussions,

interviews , narrative stories, etc.), slides (presentations, slide decks, etc.), webinars (online learning sessions, panel discussions, etc.), and e-books (in-depth guides, whitepapers, reports, etc.). By using diverse content, brands can reach different audience demographics, cater to different content consumption preferences, and increase user engagement and retention. For example, some individuals may prefer reading blog posts, while other individuals may be more interested in videos or podcasts. Brands can ensure that they remain relevant and engaging to their audience while increasing their chances of reaching a wider audience by offering different types of content. (Pulizzi, J. 2016).

Third, provide health information. There are several pregnancy apps that are equipped with tools to detect fetal growth, pregnancy progress, check-up schedules, and other health records, allowing pregnant women to stay informed and organized. the activity of monitoring, recording, and analyzing information related to an individual's health over time. This can involve various aspects, starting from tracking disease symptoms, physical activity, food intake, sleep quality, to other parameters such as heart rate, blood pressure and blood sugar. Health tracking allows individuals to have a clearer picture of their health condition and helps in making more informed health decisions. With advances in technology, many tools and applications make it easier to track health, such as wearable devices, health applications on smartphones, and other electronic systems. (Buyung. 2015).

Fourth, virtual consultation, via digital platforms. Pregnant women can also have virtual consultations with medical personnel, getting professional advice without having to visit a clinic or hospital. Virtual consultation refers to communication or meetings conducted online between two or more parties using digital technology, without having to meet physically. In a medical context, virtual consultations are usually referred to as telemedicine or telehealth, where patients can consult with doctors or other health professionals via video call, chat, or other digital platforms. The advantages of virtual consultations include flexibility, ease of access, reduced travel time and costs, and the ability to consult with specialists who may be in remote locations. Virtual consultations have received increased attention due to the COVID-19 pandemic, where the need for safe and contactless healthcare services has become more important. (Hollander, J. E., & Carr, B. G. 2020).

Given these benefits, digital education for pregnant women not only provides the necessary information, but also provides support, comfort and confidence as they prepare for the arrival of their little one. That way, this can also be felt by pregnant women whose gestational age is approaching birth and who are already vulnerable and cannot leave the house. In this case, Home Education Indonesia, one of the programs under the auspices of PT Naruna Karya Bersama, is a platform that provides family education (starting from pre-marriage, pregnant women, breastfeeding mothers, to knowledge about early childhood). Home Education Indonesia has several programs, and one of them is a webinar regarding education for pregnant women. This webinar is regularly held once per month. Not only that, Home Education Indonesia also

provides information every day about pregnant women via the social media Instagram (@bumil_pintar). With the number *followers* as many as 37 thousand and has an Instagram channel with more than 201 members.

Based on the background that has been described, the researcher is interested in conducting research with the title "Content Marketing Analysis in Marketing Communication Strategy Using AIDA Theory in the Instagram application (Case study of the Instagram account @bumil_pintar)". To find out how pregnant women are interested in webinars held regularly by Home Education Indonesia.

THEORETICAL REVIEW

Digital marketing is a form of product or service marketing that uses digital media or online technology. In digital marketing, companies or individuals utilize various digital platforms such as the internet, social media, search engines, email, and mobile applications to promote their products or services to their targets. *audience*. (Kotler & Keller, 2016). Some strategy *digital marketing* Commonly used ones involve creating and optimizing websites, content marketing, social media, online advertising, email marketing, and data analysis to understand consumer behavior online. (Chaffey, D. & Ellis Chadwick, F., 2019).

Content marketing is a marketing strategy in which content is created with the aim of providing persuasive information to targets, or consumers, about the product being marketed. Persuasion is an invitation by providing convincing reasons and good prospects. This marketing strategy focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience and drive profitable customer action. Therefore, the goal of content marketing is to inform customers and serve as a link between producers and customers through the information offered by content. They also want to make the communication process enjoyable through the information offered by the content. Content marketing does not directly market goods or services. Rather, it is an attempt to create content with the aim of influencing customers to purchase certain goods or services (Chan, A. & Astari, D., 2017). Strategy *content marketing* aims to attract and retain customers by consistently creating and generating valuable and relevant content with the goal of changing or improving customer behavior. This is a sustainable method that is most effective when incorporated into an overall marketing strategy, with a focus on owning media rather than renting. *Content marketing* is basically the art of communicating with customers or potential customers without selling something. If business owners deliver valuable and consistent information to buyers, they will reciprocate their business and loyalty, according to the core belief of their content strategy.

AIDA is a marketing model that describes the stages a person goes through when interacting with an advertisement, marketing message, or campaign. AIDA is an abbreviation for Awareness, Interest, Desire, and Action. This is a model used in marketing and advertising to describe a consumer's journey from start to finish when they interact with a product or service. In this

case, researchers using AIDA theory will examine digital marketing strategies in the Home Education pregnant mother webinar. The following is a further explanation about each stage of AIDA: First, awareness. Attracting potential customers' attention is part of this process. To achieve this goal, a catchy title, a striking image or graphic, or a message that arouses curiosity is usually used. A marketer must be able to create information media that is attractive to consumers in the context of this attention. Make statements that attract people's attention, or use strong words or images that can attract people's attention until they stop and read the next message. (Kotler & Armstrong, 2018)

Second, interest. This is the step after a marketer is able to create an information media so that it can contain an attraction for consumers, a marketer must think of an information media so that it can contain the interest of potential customers or consumers. Marketers must think about how to create information media to attract potential customers or consumers. Most inaccurate information media ignores this step, this is the point where the customer or target is willing to take the time to learn more about the marketer's message. By giving readers hope that their problems or hopes will be resolved, you can increase reader interest. It is highly recommended to explain the features and benefits. Not just provide facts and make readers think about what the benefits will be, but clearly explain those benefits to increase engagement. The emergence of consumer interest in purchasing goods offered by marketers is referred to as interest (Assael, 2018).

Third, desire. At this point, the goal is to make customers want to own or use the goods or services. This is usually achieved by showing the real benefits of the product and how it can meet their needs and wants. Marketers must pay attention to their customers and foster enthusiasm for trying or gaining. At this stage, marketers have met the needs of potential buyers by creating a desire to buy the product. (Handoyo, 2019).

Fourth, action. A marketer must have made a purchase at this stage. These are the steps a marketer takes if they want their readers or targets to make a buying decision. Guide readers or targets because they will act if a marketer explains the steps, and sometimes they also need to be informed about pricing issues related to those actions. In this action, one of the last efforts to persuade potential buyers to immediately make a purchase or part of that process, it is also very difficult to choose the right words so that the target or potential buyer responds as expected. In order for a potential buyer to move, a command word must be used. (Handoyo, 2019).

METHODOLOGY

This research will use qualitative methods. Qualitative methods are an attempt to represent the social world and its perspectives through ideas, behavior, attitudes and problems related to the humans being investigated, so the aim of using qualitative methods is to examine and carry out analysis related to verbal expressions by participants as a whole to develop description of their thoughts (Jane Richie in Moleong, 2017).

Research using descriptive qualitative methods has objectives related to descriptions, descriptions, analysis, notes, and interpretation regarding current

conditions. One type of descriptive qualitative research used in this research is a case study method or approach (*Case Study*). This research focuses on one particular object and studies it as a case. In connection with the phenomena and problems in this research, the researcher tries to analyze the phenomenon *content marketing* on the Bumil_Pintar Instagram account in carrying out marketing communication strategies in the digital marketing era by using social media to educate and promote the services offered by Bumil_Pintar to pregnant women.

RESULTS

Home Education Indonesia is one of the work programs of PT Naruna Karya Bersama, which contains education for pregnant women, education for breastfeeding mothers, and education for early childhood. In this journal, researchers only focus on educating pregnant women. Home Education Indonesia is a company work program that implements digital marketing as a marketing strategy for its products and services. Home Education Indonesia's application of digital marketing is using social media Instagram (*bumil_pintar*) as a marketplace.

Technological developments mean that business actors need to adapt, especially in the marketing process. Digital marketing utilizes social media, chat platforms, marketplaces, making it easier for business actors to attract consumers and interact directly with consumers. The interview and observation process was carried out on informants, namely 7 pregnant women who had attended the webinar on pregnant women. Home Education Indonesia uses social media to inform and communicate with consumers. The social media that is often used is Instagram. This platform is quite interesting, informative and effective for use in informing about the science of pregnant women.

DISCUSSION

Home Education Indonesia is one of PT Naruna Karya Bersama's work programs which contains family education, one of which is education about pregnant women which uses social media Instagram as a promotional medium regarding education for pregnant women and also held webinars. To educate pregnant women themselves, Home Education Indonesia has had an official account *@bumil_pintar* since 2021. To date, the number of followers (*followers*) from the *@bumil_pintar* account reached 37,080 followers and there were 2,626 followers following other user accounts (*following*). As explained above, this research aims to determine the promotional activities carried out by Home Education Indonesia, specifically the education of pregnant women through the Instagram account *@bumil_pintar* which was analyzed using AIDA theory. The following are the results of observations and interviews that the author conducted with followers of the Instagram account *@bumil_pintar*, among others.

Attention

In promotional activities, attention theory is the opening theory when wanting to carry out promotional activities for a product or service. Where in this element the service or product provider attracts the audience's sympathy so that they want to use the product/service being promoted. In an effort to promote webinar activities for pregnant women, Home Education Indonesia uploads content in the form of brief material/information and video reels regarding knowledge about pregnant women on the Instagram account page @bumil_pintar in an attractive way using an attractive design as well as a summary of information about pregnant women and the promotion of the webinar being held. Based on the results of interviews with 6 out of 7 informants, namely Nurul Fauziah, Tiara, Sofi, Titis, Fitri, and Nurul Annisa, they were of the opinion that the promotion of the webinar for pregnant women carried out by Home Education Indonesia via the Instagram account @bumil_pintar was received via Instagram and was immediately interested in registering. webinars. The informant believes that the content published on the Instagram account @bumil_pintar is very informative, interesting, up to date and matches the material he needs. Meanwhile, 1 out of 7 informants, namely Aprillia, revealed that she found out about this webinar through friends and she was interested in taking part. He also added that the material provided was quite informative. In efforts to promote a product or service, a marketer must be able to make a statement that expresses people's attention, create words or images that can attract attention until people stop and pay attention to the contents of the next message, according to Miranda (2015).

Interest

Interest theory is characterized by the emergence of audience interest in the product/service introduced by a marketer. To attract users' interest so they can take advantage of the knowledge provided by the resource person, Home Education Indonesia strives to provide information by uploading photos and videos equipped with photo captions/titles and hashtags in each upload. The caption/title of the uploaded photo is written in such a way that it uses persuasive words and sentences so that it can attract users' interest in finding out more information about content about pregnant women. As well as hashtags, which can make it easier for users to search for the content they want. Based on the results of interviews with informants, what can make them interested in @bumil_pintar Instagram content is because the material is interesting and up-to-date, the design is quite creative, and the material in the content is not too long. Based on the results of interviews, 2 out of 7 informants stated that there were no special incentives, such as discounts or materials, given to participants who actively took part in the webinar. Meanwhile, 5 out of 7 informants revealed that they could re-record the zoom webinar, could access the material at any time via the Home Education Indonesia website, and could take free classes. This is Home Education Indonesia's way of maintaining customer interest.

Desire

Desire theory is an element related to the audience's attitude towards a product/service they like. Based on the results of interviews with 2 of the 3 informants, namely Ayu and Khaira, it was revealed that the theory of desire (desire) had succeeded in moving the informants' desires through promotions delivered by uploading photos or videos on the Instagram account @bumil_pintar to register for the webinar for pregnant women. Where 7 of the 7 informants stated that they had the desire and were interested in registering for the webinar after seeing the content on Instagram @bumil_pintar. He also thought that the material presented was interesting and suited his needs. The informant also added that the Instagram account @bumil_pintar is an active account for pregnant women, often holding webinars, as well as evening classes via video call or WhatsApp group.

Action

Action theory is the final theory of the promotional process where in this theory the audience begins to decide to use the product/service being promoted. Based on the results of the interview, the informant revealed that the promotion carried out by Home Education Indonesia regarding the webinar for pregnant women on the Instagram account @bumil_pintar had succeeded in getting the informant to register for the webinar. By uploading photos and videos, informants made the decision to register because the material was interesting and also the resource persons who presented the material conveyed it very clearly. So that 1 out of 7 informants, following three webinars held by Home Education Indonesia, said, "In my experience, I attended classes on the birthing process, child nutrition, and on IMD. "I came to know about these 3, especially regarding breastfeeding, it turns out that knowledge is very broad and you really have to know and seek knowledge about it before the day of birth arrives," said Tiara. Kusumadewi (2015) revealed that the suitability of the product or service offered by potential consumers believes that the product or service chosen is in accordance with what is being offered.

As we know, Instagram has a new feature that can make it easier for us to communicate in one space, namely the channel feature. Through the channel feature of the Instagram account @bumil_pintar which already has 241 members, informants believe that they use it to conduct questions and answers or share experiences about pregnancy, which makes them increase their knowledge about pregnancy. Not only that, this channel is also used by Home Education Indonesia to promote webinars that will be held.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions from the discussion regarding Home Education Indonesia and the education program for pregnant women via the Instagram account @bumil_pintar, several conclusions can be drawn as follows:

1. Home Education Indonesia has succeeded in implementing the AIDA theory (Attention, Interest, Desire, Action) in its promotional

activities. In the aspect of attention, interesting and informative content is recognized as being able to attract the attention of potential webinar participants. Discussion of interesting materials, creative designs, and suitability to the needs of pregnant women are important points in creating attention.

2. Instagram, as a popular social media, is used effectively as a promotional tool by Home Education Indonesia. Through the @bumil_pintar account, they were able to reach more than 37 thousand followers, showing that this platform is effective for disseminating educational information for pregnant women.
3. Home Education Indonesia optimizes the use of visual content such as photos and videos with persuasive captions to attract interest and create desire for webinar participants. Creative design and the use of persuasive words in captions are key elements to generate interest and desire.
4. To maintain participant interest, Home Education Indonesia provides facilities such as webinar re-recordings, access to materials at any time, and free classes. Even though there are no special discounts, this effort proves that providing additional facilities can be an incentive to continue participating in educational activities.
5. The interview results showed that promotion via the Instagram account @bumil_pintar was successful in encouraging participant action to register for the webinar. Interesting and clear material presented by the resource person was the main factor in the participant's decision to take this action.
6. Home Education Indonesia also takes advantage of Instagram's new features, namely channels, to facilitate communication and interaction between participants. This feature is used as a means of asking questions and sharing experiences about pregnancy, thereby creating an active and involved community.

Thus, the overall promotional strategy for Home Education Indonesia via Instagram @bumil_pintar has proven successful in achieving the educational goals of pregnant women, creating interest, desire and encouraging participant action to take part in the webinar being held.

And based on the results of the discussion regarding promotional strategies for educational webinars for pregnant women via the Instagram account @bumil_pintar, I can suggest Home Education Indonesia, specifically the Instagram account @bumil_pintar. First, maintaining informative, interesting and up-to-date content is the key to success. Efforts are needed to continually present relevant material, follow the latest trends, and use creative designs to keep the attention of the target audience. Second, actively interacting

with followers through comments, polls, or questions can increase user engagement. This can create a closer relationship between Home Education Indonesia and its followers, as well as giving the impression that their opinions and needs are valued. Third, although some informants expressed satisfaction without incentives, considering developing special incentives such as discounts or exclusive materials for active participants could be an additional attraction to maintain interest and increase participation. Fourth, continue to utilize Instagram channel features to facilitate questions and answers, share experiences and webinar promotions. Channels can become more interactive community spaces, allowing followers to interact with each other and contribute to discussions around pregnancy. Fifth, develop the potential for collaboration with related parties, such as obstetricians, nutritionists or other pregnancy practitioners. A wider network can help increase the credibility and attractiveness of educational programs.

Hopefully with this, my suggestions can be accepted and implemented, and I hope that Home Education Indonesia can continue to increase the effectiveness of promoting education for pregnant women via Instagram @bumil_pintar and continue to have a greater positive impact on pregnant women in Indonesia.

FURTHER STUDY

Every research has limitations so it is necessary to carry out further research related to the topic "Instagram Content Marketing Strategy @bumil_pintar". Further research can use different subjects/objects to increase insight for readers.

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