

**The Impact Of Promotion On Instagram Social Media With The Aisas Model Approach In The Covid-19 Pandemic (Case Study On Ms.Glow Online Consumers)**

Zuwina Miraza<sup>1</sup>, Febby Elda Titania<sup>2</sup>

Universitas Harapan Medan

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**ABSTRAK**

*This research is a quantitative associative research. The population in this study were MS.Glow users on Instagram social media. Primary data obtained by questionnaire (Google Form). The data were analyzed using the Structural Equation Model – Partial Least Square (PLS) analysis technique. The results showed that promotion had a significant effect on Attention, Promotion had a significant effect on Interest, Promotion had a significant effect on Search, Attention had a significant effect on Action, Interest had no significant effect on Action, Search had a significant effect on Action, Promotion had a significant effect on Action through Attention, Promotion has no significant effect on Action through Interest, Promotion has no significant effect on Search through Attention, Action has a significant effect on Share, Attention has a significant effect on Share through Action, Interest has no significant effect on Share through Action, Search has a significant effect on Share through Action. Based on these results, it is concluded that promotion on social media can be seen its effect with the AISAS method and can increase sales effectively.*

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**Corresponding Author :**

Zuwina Miraza

Universitas Harapan Medan

Email : [Zuwinamiraza@gmail.com](mailto:Zuwinamiraza@gmail.com)

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**PENDAHULUAN**

**Latar Belakang Penelitian**

In today's modern era, communication technology has a very strong influence used for media development. In this way, our hearts will become relaxed in fulfilling the needs we want. For example through the use of internet media. Through the internet, we can fulfill many of our needs such as knowledge, looking for news, socializing, working, shopping, and promoting products through advertising. Communication is very meaningful for companies and sales to carry out a marketing promotion, so that the products produced by the company can reach directly to consumers.

Promotion is one of the variables in the marketing mix that is very important to be carried out by companies in marketing products, both goods and services. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to

influence consumers in purchasing activities or using services according to their wishes and needs (Lupiyoadi, 2017).

Social media is an internet-based technology that facilitates conversation. Broadly speaking, social media can be grouped into five types: egocentric sites (allowing users to create profiles), community sites (building communities in a virtual world), opportunistic sites (facilitating businesses), passion-centric sites (connecting with fellow enthusiasts), and media sharing sites (sharing image, audio and video content). (Tjiptono, 2019).

The current COVID-19 pandemic has forced businesses to use social media as a means of product marketing. So, not only marketing through offline stores but also online marketing. Instagram can reach the entire community without any geographical and time restrictions. In addition, Instagram can make it easier for producers to monitor and provide all the needs and desires of potential consumers, and consumers can easily obtain information about products only by utilizing their social media. Changes in consumer behavior during the pandemic have an impact on changing the marketing strategies of all businesses, including product marketing on MS Glow. People's consumption patterns that were previously done offline have changed to online. The use of social media that has not been optimal has become dominant to reach the target market during the pandemic.

One of the skincare products that promote their products through social media Instagram is Ms. Glow. Ms.Glow is a well-known local beauty brand in Indonesia, all of its products are halal and have passed certification from BPOM. This brand also has a BPOM certificate which is trusted and can maintain skin beauty. This local skincare brand uses state-of-the-art technology to produce high quality products under the supervision of experts and dermatologists.

The best selling sales in E-Commerce from 10 well-known brands in Indonesia are MS.Glow products. Total sales in the period 1-18 February 2021 are around 38.5 billion sales. It can be concluded that MS.Glow products are the best-selling products and it is certain that there are many MS.Glow resellers in Indonesia.

The phenomenon of beauty trends that exist in society gives rise to a beautiful point of view, which is used as a benchmark for women who want to look beautiful. So many women try to arrange their appearance according to current standards so that they can be considered beautiful. One of them is skin care products. But in choosing skin care products, you always have to be selective and choose skincare products that suit your skin. There are various skin care products, including body lotion, skin moisturizer, sunscreen and various other products which are all designed to make the physical appearance of the wearer more attractive. In this study, users of skin care products were used as one of the criteria for research subjects, because skin care products were widely used by women to treat and beautify their appearance (Prahmadhani, 2017).

The subjects of this study were women in early adulthood. This is because they start a new life stage in early adulthood. In addition, in early adulthood, they are more stable than adolescents. In early adulthood, women usually need to make good adjustments in their lives, especially those related to physical attractiveness. Appearance also plays an important role in social relations. Researchers interviewed an early adult woman in Medan who uses the social media Instagram. Based on the results of the interview, it is known that the subject has done beauty and skin care shopping which was promoted through Instagram social media.

Therefore, researchers want to know the effect of using Instagram social media on online consumer buying behavior. For this reason, researchers are interested in choosing a title, namely, "The Impact of Promotion on Instagram Social Media With the AISAS Model Approach during the Covid-19 Pandemic (Case Study on Online Consumers Ms. Glow)."

## **KAJIAN PUSTAKA**

### **Promosi Pada Media Sosial Instagram**

According to (Lupiyoadi, 2018) promotion is one of the new variables in marketing that is very important for companies to do in marketing their products or services. According to Arrigo, (2018: 12) states that social media refers to the concept of web 2.0, which involves a set of open source, interactive and user-controlled online applications that can be very easy for users to share experiences as part of a role in business and social processes.

The meaning of Instagram is as a medium for making photos/images and sending them in a very fast time. This goal is made possible by internet technology which is the basis of this social media activity.

#### ***Attention (Perhatian)***

The purpose of this stage is to increase the attention of consumers of the product. To achieve this goal, there must be complete information about the market share that the company wants to target. The product must be introduced to the target market. Introductions can take many forms through promotional communication activities and through public relations. With the advent of this Internet era, you can choose to introduce your product in the following ways: Various relatively inexpensive methods, such as via email, mailing lists to advertisements on social media.

#### ***Interest (Minat)***

Interest is when potential customers are interested in our products, the next process is interest. The reason for this attraction is proper marketing communication with potential customers. Moreover, in the Internet era, when consumers are attracted by the information disclosed on our websites, this attraction will also emerge. Therefore, when consumers dig for information on the website, how the company compiles a website that suits their goals and can build a correct, comfortable and enjoyable experience, will also increase consumer interest in the product.

#### ***Search (Pencarian).***

Consumers usually go directly to various search engines, such as Google or YouTube, to find more information and get the information obtained. Using search engines can increase traffic on a website. According to Ellsworth, the measure of a website's success is high traffic. Advertisers have used search engines to promote their products. The use of search engines as an online advertising medium, was first launched by Google in 2002 under the name Google Adwords. Online advertising using Google Adwords or commonly known as Ads keywords is another option for advertisers, because by placing ads through Ads keywords, advertising will make it easier for consumers to collect information.

#### ***Action (Tindakan)***

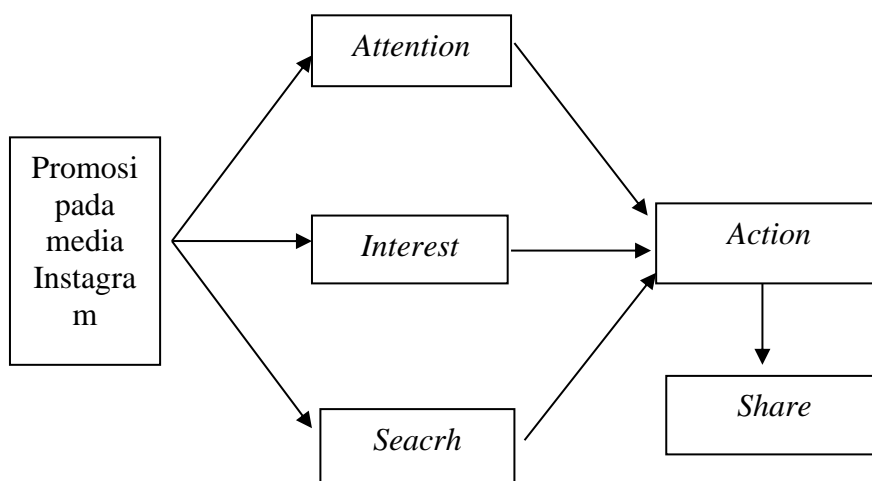
Action is a consumer action where the real experience can be formed. The process of direct interaction that exists between consumers and all parties to after sales service activities is a unified experience that really must be protected so that it fits and can exceed the expectations of consumers. The marketing objective of this session is to provide an opportunity for consumers to make a purchase of the product. In this session, the message has succeeded in urging the audience to take certain actions, which in conclusion and the most important impact expected from each marketing activity of an industry is an action or decision to buy.

**Share (Berbagi)**

Share is the result that is obtained after consumers feel the entire experience of their interaction with the product, they want to share their experience with others, be it via email, chat, blogs, online forums, etc. So that good and bad experiences are easily spread to many people. The purpose of this stage is to urge consumers to send high-quality data about the product if the data obtained is quite good and attracts the attention of consumers, so that consumers want to share with people around them about their experiences with a product, this is where word of mouth will form. , and the conversation overwrites the data both on social media and in person. One marketing method that has been around for decades and has proven to be effective in the business world is word of mouth marketing.

**Gambar 1. Research Framework**

The research framework is stated as follows:



**Tabel 1. Research Hypothesis**

Hypothesis	Description	path
H1	Promosi (X) berpengaruh terhadap <i>Attention</i> (Z1)	X>Z1
H2	Promosi (X) berpengaruh terhadap <i>Interest</i> (Z2)	X>Z2
H3	Promosi (X) berpengaruh terhadap <i>Search</i> (Z3)	X>Z3
H4	<i>Attention</i> (Z1) berpengaruh terhadap <i>Action</i> (Y1)	Z1>Y1
H5	<i>Interest</i> (Z2) berpengaruh terhadap <i>Action</i> (Y1)	Z2>Y1
H6	<i>Search</i> (Z3) berpengaruh terhadap <i>Action</i> (Y1)	Z3>Y1
H7	Promosi (X) berpengaruh terhadap <i>Attention</i> (Z1) melalui <i>Action</i> (Y1)	X>Z1>Y1
H8	Promosi (X) berpengaruh terhadap <i>Interest</i> (Z2) melalui <i>Action</i> (Y1)	X>Z2>Y1
H9	Promosi (X) berpengaruh terhadap <i>Search</i> (Z3) melalui <i>Action</i> (Y1)	X>Z3>Y1
H10	<i>Action</i> (Y1) berpengaruh terhadap <i>Share</i> (Y2)	Y1>Y2
H11	<i>Attention</i> (Z1) berpengaruh terhadap <i>Action</i> (Y1) melalui <i>Share</i> (Y2)	Z1>Y1>Y2
H12	<i>Interest</i> (Z2) berpengaruh terhadap <i>Action</i> (Y1) melalui <i>Share</i> (Y2)	Z2>Y1>Y2
H13	<i>Search</i> (Z3) berpengaruh terhadap <i>Action</i> (Y1) melalui <i>Share</i> (Y2)	Z3>Y1>Y2

## **METODE PENELITIAN**

### **Jenis Penelitian**

This study uses the associative research method, (Sugiono, 2017:339) which says that associative research is research that is evidence-based and finds a relationship between two or more variables. In this research, the author wants to know about the impact of promotion on Instagram social media with the AIAS model approach during the COVID-19 pandemic (case study on online consumers, MS.Glow).

### **Lokasi dan Waktu Penelitian**

This study was conducted to determine the relationship between variables that influence and this research was conducted at the Ms.glow Medan store in accordance with the definition or criteria. The time of the study was carried out in August to September 2021.

### **Populasi dan Sampel**

Sudaryono, (2017:166) says that a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by the author to study and then draw conclusions. The population in this study were online consumers at the MS.Glow store in Medan, amounting to 839 online consumers. Priyastama, (2017:12) explains that the sample is a collection of data taken from the population. The sample size was taken using the Hair Formula. The Hair formula is used because the population size is not known with certainty. According to Hair (2017:176) that if the sample size is too large, for example 400, then the method becomes very sensitive so it is difficult to get good goodness of fit measures. So it is suggested that the minimum sample size is 5-10 observations for each parameter estimated. In this study, the number of samples was 839 consumers. So, with the number of indicators as many as 18 pieces (multiplied by 5). So, through calculations based on this formula, the number of samples from this study was 90 which was rounded up to 100 people.

### **Teknik Analisis Data**

This research uses data analysis method using SmartPLS software version 3.0.m3 which is run on computer media. According to Jogiyanto and Abdillah (2009:11) PLS (Partial Least Square) are: Structural equation analysis (SEM) based on variance which simultaneously can test the measurement model as well as test the structural model. The measurement model is used to test the validity and reliability, while the structural model is used to test causality (testing hypotheses with predictive models). Furthermore, Jogiyanto and Abdillah (2009:33) state that Partial Least Squares (PLS) analysis is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regression when a specific problem occurs in the data.

## **HASIL DAN PEMBAHASAN**

The analysis consists of two parts, namely the evaluation of the outer model and the evaluation of the inner model. In this section, the evaluation of each model will be described.

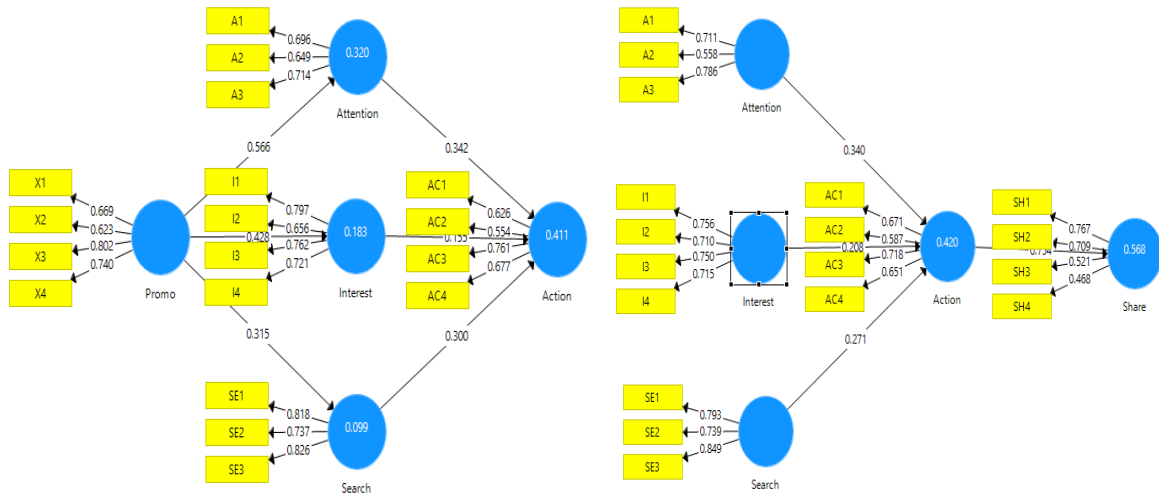
### **Pengukuran Model (Outer Model)**

The outer model is often also called (outer relation or measurement model) which defines how each indicator block relates to its latent variable. Residual is measured and can be interpreted as measurement error. The measurement model (outer model) was used to assess the validity and reliability of the model.

**Convergent Validity**

To test convergent validity, the outer loading or loading factor values are used. An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.7. However, it appears that there are still some indicators that have an outer loading value of <0.7. According to (Ghozali, 2014) outer loading between 0.5 - 0.6 is considered sufficient to meet the requirements of convergent validity. The following is the value of the outer loading of each indicator on the research variables.

**Gambar 2. Skema PLS**



**Tabel 2. Outer Loading**

Indikator	Outer Loading
AI	0,696
A2	0,648
A3	0,715
AC1	0,669
AC2	0,586
AC3	0,720
AC4	0,653
I1	0,795
I2	0,658
I3	0,762
I4	0,722
SE1	0,821
SE2	0,731
SE3	0,828
SH1	0,768
SH2	0,709
SH3	0,521
SH4	0,469
X1	0,669
X2	0,623
X3	0,802
X4	0,740

*Cronbach Alpha*

Furthermore, the reliability test can be seen from the value of Cronbach's alpha and the value of composite reliability (PC). To be able to say that an item is a reliable statement, then the Cronbach's alpha value must be  $> 0.6$  and the composite reliability value must be  $> 0.7$ .

**Tabel 3. Cronbach Alpha**

<b>Variabel</b>	<b>Cronbach Alpha</b>
Promosi	0.797
Attention	0.741
Interest	0,716
Search	0.707
Action	0.762
Share	0.777

*Composite Reliability*

Composite reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value  $> 0.7$ .

**Tabel 4. Composite Reliability**

<b>Variabel</b>	<b>Composite Reliability</b>
Promosi	0.803
Attention	0.728
Interest	0,825
Search	0.837
Action	0.752
Share	0.716

Another method is by looking at the average variant extracted (AVE) value for each indicator, the required value must be  $> 0.5$  for a good model.

**Tabel 5. average variant extracted (AVE)**

<b>Variabel</b>	<b>AVE</b>
Promosi	0.507
Attention	0.578
Interest	0.542
Search	0.632
Action	0.636
Share	0.696

Based on the table above, it is known that the AVE X, Y and Z values are  $> 0.5$ . Thus, it can be stated that each variable has good discriminant validity.

**Pengukuran Inner Model**

The measurement of the inner model is explained by the results of the path coefficient test, goodness of fit test and hypothesis testing.

### Path Coefficient Test

Path coefficient test is used to show how strong the effect or influence of the independent variable on the dependent variable. While the coefficient determination (R-Square) is used to measure how much the endogenous variable is influenced by other variables. (Ghozali, 2014:39) states that the R-Square results of 0.67 and above for endogenous latent variables in the structural model indicate the effect of exogenous variables (influenced) on endogenous variables (influenced) is included in the good category. Meanwhile, if the result is 0.33 – 0.67 then it is included in the medium category, and if the result is 0.19 – 0.33 then it is included in the weak category.

**Tabel 6. Nilai Path Coeficient**

<b>Variabel</b>	<b>Nilai Path Coeficient</b>
<i>Attention</i>	0,023
<i>Interest</i>	0,488
<i>Search</i>	0,160
<i>Action</i>	0,295
<i>Share</i>	0,471

Based on the description of these results, it shows that all variables in this model have a path coefficient with a positive number. This shows that the greater the path coefficient value on one independent variable on the dependent variable, the stronger the influence between the independent variables on the dependent variable.

### Uji Kebaikan Model (*Goodness of Fit*)

**Tabel 7. Nilai R square**

<b>Variabel</b>	<b>Nilai R Square</b>
<i>Attention</i>	0,320
<i>Interest</i>	0,183
<i>Search</i>	0,009
<i>Action</i>	0,406
<i>Share</i>	0,567

Based on the data in the table above, it can be seen that the R-Square value for the Promotion variable affects Attention, Interest and Search by 0.320; 0.183; 0.009. Obtaining this value explains that the large percentage of Attention, Interest and Search can be explained by the characteristics of the Promotion of 32%, 18.3% and 9%. Then for the R-Square value obtained by the Action and Share variables of 0.420 and 0.568. This value explains that Action can be explained by the variables Promotion, Attention, Interest and Search by 42% and Share can be explained by the variables Promotion, Attention, Interest, Search and Action by 56.8%.

### Hypothesis testing

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was conducted by looking at the value of T-Statistics and the value of P-Values. The research hypothesis can be declared



accepted if the P-Values  $<0.5$ . The following are the results of hypothesis testing obtained in this study through the inner model:

**Tabel 8. Uji Hipotesis**

Hipotesis	Pengaruh	P-Values	Hasil
H1	X>Z1	0.000	Diterima
H2	X>Z2	0.000	Diterima
H3	X>Z3	0.003	Diterima
H4	Z1>Y1	0.001	Diterima
H5	Z2>Y1	0.149	Ditolak
H6	Z3>Y1	0.029	Diterima
H7	X>Z1>Y1	0.004	Diterima
H8	X>Z2>Y1	0.176	Ditolak
H9	X>Z3>Y1	0.064	Ditolak
H10	Y1>Y2	0.000	Diterima
H11	Z1>Y1>Y2	0.002	Diterima
H12	Z2>Y1>Y2	0.152	Ditolak
H13	Z3>Y1>Y2	0.035	Diterima

## PEMBAHASAN

### Effect of Promotion on Attention

Based on the results of the statistical test, the P-Values value is  $0.000 < 0.05$ , so it can be stated that the promotion variable (X) has a significant effect on attention (Z1). The results of this study are in line with research conducted by Abdurrahim et al., (2019) and Ramadhanty et al., (2020) ii which stated that promotion has a positive relationship to Attention. In the Attention variable, it was found that 94% of respondents agreed that they were interested in paying attention to the visualization of MS. Glow treatment advertisements on Instagram. Promotion is also a persuasive communication, invites, urges, persuades, convinces.

### Effect of Promotion on Interest

Based on the results of statistical testing, the P-Values value is  $0.000 < 0.05$ , so it can be stated that the promotion variable (X) has a significant effect on interest (Z2). The results of this study are in line with research conducted by Abdurrahim et al, (2019) and Savitri et al, (2016) which stated that promotion has a positive relationship to interest. The promotions carried out by MS.Glow through Instagram have been proven to attract consumers, this can be seen from the answers of respondents who on average strongly agree that they are interested in MS.Glow products after seeing promotions on Instagram.

### Effect of Promotion on Search

Based on the results of statistical testing, the P-Values value is  $0.003 < 0.05$ , so it can be stated that the promotion variable (X) has a significant effect on search (Z3). The results of this

study are in line with research conducted by Abdurrahim et al (2019) which states that promotion has a positive relationship with search. With the promotions carried out by MS.Glow, consumers are curious and increase their curiosity so they seek information on MS.Glow products. This is evident from the answers of respondents as many as 86% who seek information related to MS.Glow products after the promotion.

#### Effect of Attention on Action

Based on the results of statistical testing, the P-Values value is  $0.001 < 0.05$ , so it can be stated that the attention variable (Z1) has a significant effect on action (Y1). The results of this study are in line with research conducted by Abdurrahim et al, (2019) and Fredik et al, (2019) which stated that attention has a positive relationship to action. Consumers will decide to buy the promoted product if someone knows and pays attention to the post provided by Instagram social media. This is evident from the average consumer as much as 87% answered that they decided to buy MS.Glow products after paying attention to MS.Glow products first.

#### Effect of Interest on Action

Based on the results of statistical testing, the P-Values value is  $0.149 > 0.05$ , so it can be stated that the interest variable (Z2) is not significant to the action (Y1). The results of this study are in line with research conducted by Abdurrahim et al, (2019) which states that interest does not have a positive relationship to action. the reasons for consumers who are not interested in purchasing MS.Glow products include, the first consumers do not need treatment, the second consumers do not understand promotions on social media, so they do not really care and are interested in the purpose of MS.Glow products, the three consumers lack information about the promoted MS.Glow product.

#### Effect of Search on Action

Based on the results of statistical testing, the P-Values value is  $0.029 < 0.05$ , so it can be stated that the search variable (Z3) has a significant effect on the action (Y1). The results of this study are in line with research conducted by Abdurrahim et al., (2019) which states that search has a positive relationship to action. In addition, the results of this study are also in line with Lutur and Santoso (2020) who stated that the results of the study were the search for more information ( search) that is promoted influence the decision to travel (action).

#### Effect of Promotion on Attention-mediated Action

Based on the results of statistical testing, the P-Values value is  $0.004 < 0.05$ , so it can be stated that the promotion variable (X) has a significant effect on action (Y1) through Attention (Z1). The results of this study are in line with research conducted by Abdurrahim et al, (2019) and Soraya (2020) which state that promotion has a positive relationship to action through attention. With the promotion on Instagram, then customers began to pay attention to MS.Glow products. Promotions that are continuously seen by consumers, generate attention so that consumers make purchases. This means that there is promotion and attention, then an action arises, namely the decision to buy MS.Glow products.

#### Effect of Promotion on Interest-mediated Action

Based on the results of statistical testing, the P-Values value is  $0.176 > 0.05$ , so it can be stated that the Interest variable (Z2) does not mediate the promotion (X) of the action (Y1). The results of this study are not in line with research conducted by Abdurrahim et al, (2019) which states that promotion has a positive relationship to action through interest. At the previous

stage of attention experienced by consumers before reaching interest, namely after consumers were previously exposed to various types of advertisements as a form of promotion of the product, but not necessarily direct attention could appear with promotions in the form of advertisements, but with promotion of respondents becoming interested, there is interest in the product. As a form of response to the message received, the audience becomes interested in trying to find out more about the product through various channels or channels so that they can explore information about the product, respondents are more dominant in doing a search.

#### Effect of Promotion on Search-mediated Action

Based on the results of statistical testing, the P-Values value is  $0.064 > 0.05$ , so it can be stated that the Search variable (Z3) does not mediate the promotion (X) of the action (Y1) through. These results are not in accordance with research conducted by Abdurrahim et al., (2019) and Humaira (2021) which explain that the promotion variable (X) affects action (Y1) through search (Z1), and the influence of these three variables can be explained that consumers who obtaining advertisements through promotions will not take immediate action. This is the same, even though the majority of genders are women, in fact women are much more selective, especially with respondents with an average income of Rp. 3,000,000 who will be quite selective in considering their expenses. For example, on these products, advertisements or exposure to information in the form of Youtube ads, product review articles on Sociolla, or those Instagram ads. Advertising is indeed a quick stimulus to take action, but consumers will still be very selective in choosing and that is a characteristic of women who have mediocre incomes.

#### Effect of Action on Share

Based on the results of statistical testing, the P-Values value is  $0.000 < 0.05$  so it can be stated that the action variable (Y1) has a significant effect on the share (Y2). The results of this study are in line with research conducted by Abdurrahim et al, (2019) and Fannani et al, (2020) which state that action has a positive relationship to share. When consumers make a purchase of MS.Glow products and start to feel the goodness/disadvantages they get. Then consumers share their experiences with relatives and close people. After making a purchase for those who feel the benefits, they also share their experiences and recommend people to use MS.Glow products as well.

#### Effect of Attention on Share mediated Action

Based on the results of statistical testing, the P-Values value is  $0.002 < 0.05$ , so it can be stated that the attention variable (Y1) has a significant effect on share (Y2) through action (Y1). The results of this study are in line with research conducted by Abdurrahim et al., (2019) and Nangoy (2018) which state that attention has a positive relationship to share through action. From consumers who pay attention to MS.Glow products, then they share their attention to their closest family and relatives, with the aim of getting the same thing regarding MS.Glow products. After sharing the story with the product they care about, then they decide to make a purchase.

#### Effect of Interest on Share mediated Action

Based on the results of statistical testing, the P-Values value is  $0.152 > 0.05$ , so it can be stated that the action variable (Y1) does not mediate interest (Z2) on share (Y2) through. The results of this study are not in line with research conducted by Abdurrahim et al, (2019) which states that interest has a positive relationship to share through action. However, research conducted

by Ruswandi et al (2021) shows that before interest affects share, there are two variables before reaching share, namely search and action. In this case, women do not always feel interested in conducting searches, let alone taking immediate action. Women are very selective individuals in deciding which products to use. Especially when it comes to long-term investment, namely beauty. This is also because the majority of respondents are in the active age range, namely 21 to 30 years.

#### Effect of Search on Share-mediated Action

Based on the results of statistical testing, the P-Values value is  $0.035 < 0.05$ , so it can be stated that the search variable (Z3) has a significant effect on share (Y2) through action (Y1). The results of this study are in line with research conducted by Abdurrahim et al, (2019) and Zainullah (2019) which states that search has a positive relationship to share through action. In a study conducted by Ruswandi et al (2021) partial results obtained. Search has a significant effect on action and action has a significant effect on share. After consumers find out about MS.Glow products, then consumers look for where to visit the MS.Glow store. Consumers also make purchases after validating the safety and authenticity of the products they buy.

#### **SIMPULAN DAN REKOMENDASI**

Based on research that has been done on MS Glow consumers regarding the Impact of Promotion on Instagram Social Media With the AISAS Model Approach During the Covid-19 Pandemic (Case Study on Ms.Glow Online Consumers) it can be concluded that:

1. Promotion affects the attention of online consumers Ms Glow.
2. Promotion affects the interest of online consumers Ms Glow.
3. Promotion has an effect on Search on online consumers Ms Glow.
4. Attention has an effect on Action on online consumers, Ms. Glow.
5. Interest has no effect on Action on online consumers Ms Glow.
6. Search has an effect on Action on online consumers Ms Glow.
7. Attention can mediate the effect of Promotion on Action on online consumers Ms Glow.
8. Interest cannot mediate the effect of Promotion on Action on Ms Glow's online consumers.
9. Search cannot mediate the effect of Promotion on Action on Ms Glow's online consumers.
10. Action affects Share on online consumers Ms Glow
11. Action can mediate the effect of Attention on Share on online consumers Ms Glow.
12. Action cannot mediate the influence of Interest on Share on Ms Glow's online consumers.
13. Action can mediate the effect of Search on Share on online consumers Ms Glow.

#### Recommendation

For MS.Glow Online business people, they must maintain consumer confidence in sales made through Instagram by creating interesting content such as sales promotions that always lead to positive perceptions and interest in fashion products that will be sold through Instagram so as to make consumers interested in buying and selling. make a purchase.

The results of this study are expected to help further researchers to be used as a reference in their research. It is hoped that further researchers can conduct further research to find out the effect of Social Media Marketing on other dependent variables. Considering that the independent variables in this study are very important in influencing purchasing decisions, especially in the scope of consumers, whose current social activities require the use of social media. It is hoped that the results of this study can be used as a reference for further researchers to develop this research by considering other variables which are variables outside

the variables that have been studied in this study such as social media marketing variables, electronic word of mouth and Instagram as promotional media. Because this variable is also part of the AISAS variable where consumers conduct searches related to products.

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