
THE ROLE OF AIDA IN AI-ASSISTED PROMOTIONAL CONTENT EFFECTIVENESS ON INSTAGRAM CUTEGRAM.ID

Tiffany¹; Yuli Kartika Dewi^{2*}

Universitas Ciputra, Surabaya^{1,2}

Email : tiffany02@student.ciputra.ac.id¹; yuli.kartika@ciputra.ac.id^{2*}

ABSTRACT

This study aims to analyze the effect of Artificial Intelligence (AI)-assisted content on promotional content effectiveness at Cutegram.id using the AIDA model (Attention, Interest, Desire, Action). The development of AI technology in digital content creation encourages online businesses to understand how effective such content is in attracting attention and driving meaningful consumer engagement. This research applies a quantitative method, with data collected through questionnaires distributed to followers of Cutegram.id. A total of 94 respondents were selected using purposive sampling. The data were analyzed using statistical tests in JASP to examine the relationship between AIDA and promotional content effectiveness. The findings show that the overall AIDA model significantly predicts promotional content effectiveness. Interest, Desire, and Action have positive and significant effects, with Action emerging as the strongest factor, while Attention shows a positive but statistically non-significant influence. These results indicate that AI-assisted promotional content is more effective when it builds interest, strengthens desire, and encourages consumer action. This study provides practical implications for digital business owners in designing more effective AI-assisted promotional content that enhances promotional outcomes. Managerially, Cutegram.id should prioritize clear calls to action, simple purchasing processes, responsive communication, and AI-assisted optimization to increase conversions and improve overall promotional content effectiveness.

Keywords : AI-Assisted Content; Instagram Marketing; AIDA Model; Promotional Content Effectiveness; Online Business

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh konten promosi didukung Artificial Intelligence (AI) terhadap efektivitas konten promosi pada Cutegram.id dengan menggunakan model AIDA (Attention, Interest, Desire, Action). Perkembangan teknologi AI dalam pembuatan konten digital mendorong pelaku bisnis online untuk memahami sejauh mana efektivitas konten tersebut dalam menarik perhatian dan mendorong keterlibatan konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang disebarluaskan kepada pengikut Instagram Cutegram.id. Sebanyak 94 responden dipilih menggunakan teknik purposive sampling. Data dianalisis menggunakan uji statistik pada JASP untuk menguji hubungan antara AIDA dan efektivitas konten promosi. Hasil penelitian menunjukkan bahwa model AIDA secara keseluruhan mampu memprediksi efektivitas konten promosi secara signifikan. Variabel Interest, Desire, dan Action berpengaruh positif dan signifikan, dengan Action sebagai faktor yang paling dominan, sedangkan Attention berpengaruh positif namun belum signifikan secara statistik. Temuan ini menunjukkan bahwa konten promosi berbantuan AI lebih efektif ketika mampu membangun minat, memperkuat keinginan, dan mendorong tindakan konsumen, dibandingkan sekadar menarik perhatian. Penelitian ini memberikan implikasi praktis bagi pelaku bisnis digital dalam merancang strategi promosi berbantuan AI yang lebih efektif. Secara manajerial, Cutegram.id perlu memprioritaskan ajakan bertindak yang jelas, proses pembelian yang sederhana, komunikasi yang responsif, serta optimalisasi berbasis AI untuk meningkatkan konversi dan efektivitas promosi secara keseluruhan.

Kata Kunci : Konten Promosi AI; Pemasaran Instagram; Model AIDA; Efektivitas Konten Promosi; Bisnis Online

INTRODUCTION

Digital technology has significantly changed the way businesses promote their products and services. Today, businesses have shifted their promotions from conventional media such as billboards, banners, and radio to various digital platforms. Samuel (2021) says that online marketing involves using digital tools like websites, email, databases, mobile phones, and digital TV to make money and keep clients. Instagram is one of the most popular places to do marketing these days. Figure 1 shows the results of a social media usage survey in Indonesia conducted by Fatoni (2025). Based on the survey, Instagram ranks among the top three most frequently used social media platforms in Indonesia, after WhatsApp and TikTok. This result indicates that Instagram has a high level of popularity and user reach, making it a potential platform for marketing and promotional activities. Meanwhile, Figure 2 shows that Instagram has become one of the most widely used social media platforms among users aged 16-35 years, who are mainly dominated by Generation Z and young millennials. This age group tends to actively consume and interact with creative and visually appealing content. This condition aligns with the target market of Cutegram.id, which focuses on Gen Z, making Instagram a relevant and effective platform to reach the intended audience.

In digital marketing practice, the effectiveness of promotional content is often explained using the AIDA model. AIDA is a model of how people respond to marketing that helps marketers get people's attention, increase interest, create desire, and get them to purchase a product (Apriandi et al., 2023). Arniessa & Dwiridotjahjono (2024) state that AIDA is the most popular model for planning promotions since it shows how people think when they see an advertisement. They also said that AIDA contains four parts, which are, attention, interest, desire, and action. All of these parts are vital for making a purchase decision.

As technology gets stronger, a growing number of businesses are using AI to help them make advertisements and other promotional materials. AI makes it possible to make content that can be produced faster, more interesting, and more relevant for audiences. Avisena (2025) research says that 77% of MSMEs in Indonesia have used or tried AI, which is more than the global average of 75%. Some examples are AI used to improve marketing campaigns by making promotional statements, designing visuals, making product mockups, and coming up with content ideas. Other examples are text-based search engines and automated suggestions for customers.

Figure 3 shows the business profile of Cutegram.id on Instagram as well as examples of marketing content created with the help of Artificial Intelligence (AI) technology. Cutegram.id (2023) is an online business that sells various creative products and personalized gifts marketed through the Instagram platform and the Shopee marketplace. This business is located in

Samarinda and offers a variety of unique and creative DIY (Do It Yourself) products, such as bricks, paint by number, and custom keychains that can be used as gifts for loved ones. In the process of marketing and creating promotional content, Cutegram.id has also utilized AI technologies such as ChatGPT, Canva AI, and Gemini AI to help generate content ideas, create promotional captions, and design product mockups. The use of these technologies helps make the content creation process faster, more consistent, and more attractive for audiences on social media.

Cutegram.id was chosen as the research object for several reasons. First, the researcher is the owner of the business, which provides full access to internal data, content history, and audience information. This allows the data collection process to be more accurate and detailed. Second, Cutegram.id had already been using AI tools in its content creation process before this research was conducted. Therefore, the use of AI represents a real business practice rather than a situation created specifically for the study. Third, its target market is also Gen Z, who are very active on Instagram, making it a relevant case to study in today's fast-growing digital era. Fourth, although AI is used in content creation, the performance of promotional content on Cutegram.id is still inconsistent. This creates a real business problem that is worth investigating. Therefore, this research is not only academically relevant but also practically important. These factors make Cutegram.id a suitable research object for this study.

Various studies have also shown that AI can improve the effectiveness of content marketing. Adinta et al. (2025) found that AI-assisted content personalization can increase the effectiveness of promotions and build emotional connections with consumers. Dari et al. (2025) explains that AI can help create more relevant content thereby increasing engagement and loyalty. Badri & Huda (2024) states that AI marketing has a significant influence on consumer confidence, buying interest, and purchasing decisions. Sandy & Veri (2025) also shows that AI makes it easier for MSMEs to adjust content and optimize marketing strategies on social media.

Although AI has been used to create content for Cutegram.id, the effectiveness of these posts remains inconsistent. Internal data shows that performance varies greatly from one feed post to another. For example, the reach of a post can fluctuate between 100 to over 300 viewers, while interactions, such as likes or comments, sometimes drop to just 1 person or rise to over 10. This suggests that using AI technology alone is not enough to guarantee success. Benhard (2025) explains that AI content tends to lose its appeal quickly because it lacks deep emotional value, causing audiences to become bored with repetitive and generic posts. Therefore, it is important to combine AI with the AIDA (Attention, Interest, Desire, Action) model. While AI can generate content quickly and efficiently, the AIDA model ensures that the content follows a persuasive structure that attracts attention, builds interest, creates desire, and encourages action.

This combination makes marketing content not only efficient to produce but also more engaging, trustworthy, and effective in driving sales.

Several prior studies have explored related themes but remain limited in scope. Perkasa et al. (2025) examined AI-assisted content using the AIDA model, but their study was conducted on WhatsApp, which has a different format and audience behavior compared to Instagram. Saputra et al. (2023) investigated how ChatGPT affects Instagram marketing, but they focused only on the general impact of AI without using the AIDA framework. Meanwhile, Putri (2023) applied the AIDA model to evaluate promotions, but did so without involving AI technology.

Most previous research has examined the impact of AI and the AIDA model separately, and very few have explored how they operate together, especially for MSMEs on Instagram. This gap shows the need for a study that combines AI, the AIDA model, and Instagram in a real business setting. Therefore, this study aims to examine the effect of each AIDA dimension, Attention, Interest, Desire, and Action, on the effectiveness of AI-assisted promotional content at Cutegram.id on Instagram. The results of this study are expected to help MSME owners create more effective AI-assisted promotional content based on data, while also adding to academic knowledge about the use of the AIDA model in AI-assisted social media marketing.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Framework

AIDA

The AIDA model is a classic marketing communication model that describes the sequence of psychological processes that consumers experience from seeing a promotion to making a purchase (Liu & Zhang, 2025). This model remains relevant in modern marketing because it is able to explain how a piece of content can affect consumers' attention, interest, desires, and actions (Idris & Rahman, 2017). According to Apriandi et al. (2023), the AIDA model can be used to assess the effectiveness of promotional communications, including AI-assisted content. In the context of Cutegram.id, AIDA assesses the extent to which AI-assisted captions and visuals are able to attract attention, foster interest, create desire, and encourage consumer action.

AIDA Dimension

According to Nurhidayanti et al. (2020), AIDA consists of four main indicators that are used to assess the effectiveness of a promotion.

1. Attention

The attention stage is the initial process in which a business seeks to attract the eyes and focus of potential customers. It is usually done through visuals and writing that are clear,

striking, and have their own characteristics. Messages that are able to attract attention make consumers begin to recognize and remember a product. According to Samuel (2021), this stage is a process of building consumer awareness of what is offered. Samuel (2021) said that an effective message generally has three characters:

- a. Meaningful: shows the benefits of the product that make it feel valuable or interesting to the consumer.
- b. Believable: conveying a reasonable claim so that the consumer believes the benefits are true.
- c. Distinctive: has a uniqueness that makes it different from competitors.

2. *Interest*

Once attention has been captured, the next step is to generate interest. At this stage, people start become interested in the product and want to know more about it. Interest grows when the message conveyed is relevant and able to demonstrate clear benefits according to Samuel (2021). Samuel (2021) explains that interest usually arises if:

- a. The promotional content used is effective in conveying the message.
- b. Consumers form a positive perception after seeing an advertisement
- c. The information provided is easy to understand and clear to the target audience.

3. *Desire*

This stage occurs when consumers begin to feel like owning or trying the product. Desires arise due to certain impulses, both rationally and emotionally. Rational motives arise when consumers objectively consider the advantages and disadvantages of a product, while emotional motives arise due to feelings, for example, feeling happy, inspired, or affected by a certain mood (Nurhidayanti et al., 2020). The purchase motive according to Samuel (2021) is divided into two, namely:

- a. Rational motive: based on logical considerations and consumer judgment.
- b. Emotional motive: driven by spontaneous feelings, emotions, or impulses.

4. *Action*

The final stage is when the consumer finally makes a decision and takes real action, such as buying, ordering, or subscribing to a product (Nurhidayanti et al., 2020). At this stage, their desire is strong enough to turn into a buying activity. In the context of this research, action indicators are used to assess the extent to which consumers are truly ready to make a purchase of the products offered. According to Samuel (2021), the indicators of Action are as follows:

- a. Consumers show confidence in buying.
- b. Consumers take actions such as asking more questions about the product.
- c. Consumers actually make a purchase.

AI Content in Digital Marketing

AI content in digital marketing is the use of artificial intelligence to create, customize, and optimize content based on behavioral data as well as consumer preferences. AI helps marketers work more effectively by accelerating content creation, maintaining consistency of online presence, automating target ad consumers, and improving accuracy in determining target audiences. Research by Adinta et al. (2025) states that AI is able to understand the preferences of each individual so that the message given becomes more relevant, personal, and real-time according to the needs of the target audience.

In addition, AI-assisted content is supported by analytics, machine learning, chatbots, predictive analytics, and technologies such as augmented reality, virtual reality and face/voice recognition that create interactive experiences for customers. Tools like ChatGPT, Grok, and Gemini also help increase the effectiveness of promotional content. Adinta et al. (2025) also found that AI can increase engagement by up to 30% and strengthen loyalty and purchase decisions, so the integration of AI in digital marketing provides an opportunity for businesses to deliver content that is more engaging, relevant, and has a significant impact on sales growth.

Effectiveness of Promotional Content

Promotional Content Effectiveness is the success rate of promotional content activities in generating positive responses from consumers (Koob, 2021) such as improving memory, encouraging engagement, forming a good attitude towards content and brands, and fostering the intention to buy (Samuel, 2021). Effective promotional content is not only measured by the number of interactions such as likes, but also how consumers process content, feel positive emotions, and are motivated to take action.

Cutegram.id (Online Business at Instagram)

Cutegram.id is an Instagram-based online business located in Samarinda and engaged in the sale of creative DIY products and personal gifts. The products offered include Lego Bricks with various characters and seasonal editions, paintings by number with a variety of interesting motifs, and custom keychains that can be adjusted to customer wishes. All products are designed not only as creative entertainment, but also as a personalized, aesthetic, and affordable gift option for friends, couples, and family. In its operations, Cutegram.id work with trusted suppliers to maintain the quality of materials and product variations, then check and repackage several to have a higher selling value. The sales process is carried out online through Instagram and Shopee, with an active marketing strategy in the form of consistent feed, story, and reels content every week. This business was established in November 2023 and is managed independently by the owner who is responsible for all business activities from procurement of goods to customer service.

Hypothesis Development

The Relationship between Attention and the Effectiveness of AI-assisted Promotional Content

According to research by Samuel (2021) in a study titled "The Influence of Attention, Interest, Desire, Action (AIDA) on Spotify Ad Effectiveness", it was found that the Attention variable has a significant effect on ad effectiveness. The results show that Attention has a 38.19% influence on the effectiveness of Spotify ads. This demonstrates that when the level of interest in the content of the ads increases, so does the effectiveness of the promotion. Attention was defined in this study as the ability of an advertisement to capture the attention of the audience through eye-catching visuals, unique concepts, and clear information, allowing the audience to better understand the advertisement. This finding is also supported by Virgioni et al. (2020) research that states that Attention has a positive effect on advertising effectiveness. The research discovered that using visual elements such as color combinations, graphic design, and creative and relevant messages can increase consumer interest in advertisements, resulting in more effective promotions. When people's attention in an advertisement grows, so does their understanding of it, their attention in the product, and their probability of making a purchase. Based on this explanation, the following hypotheses can be formulated:

H1: Attention has a significant effect in the Effectiveness of AI-assisted Promotional Content.

The Relationship between Interest and the Effectiveness of AI-assisted Promotional Content

According to a study by Arniessa & Dwiridotjahjono (2024) titled The Influence Of Aida (Attention, Interest, Desire, Action) On The Effectiveness Of Online Advertisements (Survey On Product Buyers On Shopee In Surabaya), it was found that the Interest variable has a significant effect on the effectiveness of online advertising. The test results showed that the higher the level of consumer interest in promotional content, the greater the likelihood that the advertisement would be considered effective. In the study, Interest refers to a stage where audiences do not merely pay attention to an advertisement, but begin to develop curiosity, attraction, and deeper engagement with the product information presented. These findings are also supported by Johar et al. (2015) research which stated that interest improves the efficiency of online advertising. The study revealed that when customers are interested in an advertising message, they are encouraged to learn more about the products or services presented, increasing the probability of a positive response to the advertisement. As a result, consumer interest becomes a significant factor in assessing the success of promotional communications since it encourages deeper cognitive engagement with the provided content. Based on this explanation, the following hypotheses can be formulated:

H2: Interest has a significant effect in the Effectiveness of AI-assisted Promotional Content.

The Relationship between Desire and the Effectiveness of AI-assisted Promotional Content

According to research by Pertiwi et al. (2021) in a study titled "Advertising Effectiveness on Kojama Shop's Instagram Social Media with the AIDA Model Approach", it was found that the Desire indicator was categorized as very effective, indicating that advertising content capable of highlighting product advantages and providing clear reasons to purchase can significantly stimulate consumer desire. Desire in this context refers to the emergence of emotional or rational motivation after audiences become interested, such as the intention to own a product because of its benefits, quality, or relevance to personal needs. These findings are also supported by Setiawan (2024) research which stated that Desire has a positive and significant effect on the effectiveness of online advertising. The study showed that the stronger the desire created through promotional messages, the higher the likelihood that consumers would respond positively to the advertisement. This indicates that building consumer desire is an important step in increasing advertising effectiveness, as it strengthens consumers' intention toward the promoted product or service. Based on this explanation, the following hypotheses can be formulated:

H3: Desire has a significant effect in the Effectiveness of AI-assisted Promotional Content.

The Relationship between Action and the Effectiveness of AI-assisted Promotional Content

According to a study by Tristanto et al. (2021) titled "AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age", it was found that among the four AIDA indicators, the Action stage has a significant influence on consumer behavior. The results showed that Action has a strong effect on consumer responses and decisions because it is at this stage that audiences take real steps, such as making a purchase or contacting the seller. This indicates that the success of promotional messages is closely related to how effectively advertisements encourage consumers to act after receiving the information presented. These findings are also supported by Azhar & Erlangga (2025) research which showed that 60% of respondents were interested in buying a product after seeing an advertisement. This result confirms that a clear call to action (CTA) and attractive offers play an important role in influencing purchase decisions. The study demonstrates that although Attention, Interest, and Desire are important stages in building consumer engagement, the effectiveness of a promotion is ultimately determined by how well the advertisement directs consumers toward concrete actions. Based on this explanation, the following hypotheses can be formulated:

H4: Actions have a significant effect in the Effectiveness of AI-assisted Promotional Content

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018).

Sample, Variables and Measurements

Types of Research

This study employs a quantitative explanatory research design to examine the causal relationship between the AIDA model variables and promotional content effectiveness on Instagram, allowing researchers to draw conclusions based on statistical analysis (Rasyid et al., 2021).

Population and Research Sample

Research Population

Population is a whole group that is the target of research, consisting of objects or subjects with certain characteristics according to the research purpose, from which the researcher makes observations and draws conclusions (Salsabilla et al., 2023). In this study, the population consists of all followers of the Instagram account @Cutegram.id because they represent users directly exposed to AI-assisted promotional content. As of November 19, 2025, the account had 908 followers, and this number was used as the basis for calculating the sample size.

Research Sample

According to Mentari (2017), the sample is a part of the population that has certain characteristics and is considered to be able to represent the entire population. Meanwhile, Hasanah (2016) explained that the technique used is non-probability sampling with a purposive sampling approach, which is the researcher determines the sample subjectively based on criteria relevant to the research objectives.

In the context of this study, respondents were selected based on the following criteria:

- a. An active user of Instagram social media.
- b. Follow Cutegram.id's Instagram account.

The minimum sample size was determined using GPower 3.1.9.7 with four predictors, $\alpha = 0.05$, power = 0.80, and medium effect size ($f^2 = 0.15$), as shown in Figure 4, showing that at least 85 respondents are needed. A total of 94 respondents were obtained in this study, exceeding the minimum requirement and therefore considered sufficient for further analysis.

Variable and Measurement

This study consists of independent variables representing the AIDA model dimensions, which are Attention, Interest, Desire, and Action along with one dependent variable, namely

Promotional Content Effectiveness. All measurement items were adapted from established studies (Samuel, 2021; Apriandi et al., 2023; Nurhidayanti et al., 2020; Koob, 2021). The operational definitions and indicators of each variable are presented in Table 1 and Table 2. Each statement explicitly refers to AI-assisted promotional content displayed on the feeds Instagram account of Cutegram.id. Although AIDA is theoretically a sequential model, this study examines each dimension as a separate predictor following the approach used in prior studies (Samuel, 2021; Arniessa & Dwiridotjahjono, 2024). This approach aims to identify the relative contribution of each AIDA stage to promotional content effectiveness, rather than testing whether the stages occur in a fixed sequence.

Data Types, Data Sources, and Measurement Scales

In collecting data, this study uses primary data. According to Mentari (2017), primary data is data obtained directly by researchers from respondents through questionnaires. In this study, data were collected using a Google Form questionnaire to determine how Instagram followers of Cutegram.id respond the effectiveness of AI-assisted promotional content. This study uses a five-point Likert scale as a measuring tool because it is widely used in behavioral and marketing research. According to Samuel (2021), the Likert scale is a measurement tool used to convert respondents' attitudes, perceptions, and opinions into numerical data so that it is easier to analyze statistically. Through this scale, researchers can assess various variables such as Attention, Interest, Desire, Action, and the effectiveness of promotional content. In this study, each respondent was asked to rate a number of statements by choosing one of five response options: strongly agree (Likert scale 5), agree (Likert scale 4), neutral (Likert scale 3), disagree (Likert scale 2), and strongly disagree (Likert scale 1).

Data Analysis Method

Data Collection Procedure

According to Mentari (2017), a questionnaire is a data collection technique by providing a set of questions or written statements to respondents to be answered. In this study, data collection was carried out using an online questionnaire developed through Google Forms and distributed via Instagram direct messages and Instagram Stories. The identity of the participants is kept confidential and is only used for research purposes. The data collected from this questionnaire was then used as the basis for analysis in the research. Before filling out the questionnaire, respondents were informed that all promotional feed content on the Cutegram.id Instagram account, including visuals, captions, and content ideas, was created with the help of AI tools such as ChatGPT, Canva AI, and Gemini. This information was provided to ensure that respondents understood the AI-assisted nature of the content and could evaluate it consistently, reducing possible confusion during the survey process.

Data Analysis Methods

Data analysis was conducted using the JASP statistical application (version 0.97) as it supports a wide range of statistical analyses required in this study. The analyses conducted include reliability testing using Cronbach's Alpha to assess instrument consistency, item-rest correlation to assess item-level validity, classical assumption tests (multicollinearity, heteroskedasticity, and normality) to ensure regression validity, and multiple linear regression analysis to examine the effect of each AIDA variable on promotional content effectiveness.

Respondent Data Screening

Respondent screening was conducted to ensure that all participants met the research criteria before the data were used for analysis. Respondent data that did not meet the research criteria were eliminated from the analysis. The main criteria in this study is that respondents must have followed the Instagram account @Cutegram.id. Respondents who answered "No" to the question "Do you follow Instagram @Cutegram.id?" were declared invalid because it was not in accordance with the requirements for participation. Based on the screening process, there were 4 respondents who were eliminated, so that only 94 respondent data met the criteria used in the next analysis.

RESULTS AND DISCUSSION

Statistical Results and Data Interpretation

Descriptive Analysis of Respondent Characteristics

Descriptive analysis was conducted to describe the demographic profile of the 94 respondents based on age, gender, and occupation. The results are presented in Table 3. In terms of age, the majority of respondents came from the under 18 years group (43.6%) and the 18-25 years group (40.4%), meaning that more than 84% of respondents are under the age of 25. The remaining respondents were from the 26-35 years group (14.9%) and above 35 years (1.1%), which are much smaller in proportion. This shows that the respondents in this study are dominated by younger age groups.

In terms of gender, the majority of respondents were female (86.2%), while male respondents made up only 13.8% of the total. This illustrates that the followers of Cutegram.id who participated in this study are predominantly women. In terms of occupation, most respondents were students or college students (57.4%), followed by private employees (24.5%), business owners (14.9%), freelancers (2.1%), and other occupations (1.1%). Overall, the demographic profile shows that this study is mostly represented by young female respondents with a background as students or college students, which is consistent with the target market of Cutegram.id.

Reliability Results Analysis

Reliability tests were performed to ensure that all measurement items in each variable were consistent in measuring their respective constructs. The results are presented in Table 4. Based on the analysis, all five variables obtained Cronbach's Alpha values above the minimum threshold of 0.70, indicating that all instruments have good internal consistency (Saryadi et al., 2025). The Attention variable obtained a Cronbach's Alpha of 0.867, Interest 0.787, Desire 0.794, Action 0.830, and Promotional Content Effectiveness 0.890. These results confirm that each item in the questionnaire is able to measure its variable stably and reliably. Therefore, all measurement instruments used in this study are declared reliable and suitable for further analysis.

Item-rest Correlation Tests

Item validity was evaluated using item-rest correlation analysis in JASP. This method measures how well each item contributes to the total score of its construct, providing evidence of item-level validity. According to Wigunawati et al. (2022), an item is considered valid if its item-rest correlation value is greater than 0.30. This criterion is also supported by previous studies, such as Ganda et al. (2024), which used JASP and the same method for validity testing. As shown in Table 5, all items in this study have item-rest correlation values between 0.480 and 0.800, exceeding the minimum threshold. Therefore, all items are considered valid and suitable for further analysis.

Classical Assumption Tests

Prior to regression analysis, classical assumption tests were conducted to ensure the validity of the model. First, multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. As presented in Table 6, all variables showed Tolerance values above 0.10 and VIF values below 10, ranging from 2.133 to 2.498, indicating that no multicollinearity exists among the independent variables.

Second, heteroskedasticity was examined through a Residuals vs. Predicted Values plot. As shown in Figure 5, the scatter plot shows that residuals are spread randomly above and below the zero line without forming any systematic pattern, suggesting that the assumption of homoskedasticity is met.

Third, normality of residuals was evaluated using a Q-Q Plot of standardized residuals. As shown in Figure 6, the data points follow the diagonal reference line closely, indicating that the residuals are approximately normally distributed. Therefore, all classical assumptions have been satisfied and the regression model is valid for further interpretation.

Regression Results Analysis

Based on the results of regression analysis in Table 7, the model consisting of the variables Attention (AT), Interest (IN), Desire (DE), and Action (AC) was able to explain 75% variation in the Effectiveness of AI-assisted Promotional Content ($R^2 = 0.750$; Adjusted $R^2 = 0.738$). This means that most of the changes in content effectiveness can be explained by all four variables, while the remaining 25% are influenced by other factors outside of the study. The results of the ANOVA test, as showed in Table 8, indicate a value of $F(4.89) = 66.59$ with $p < 0.001$, which indicates that this regression model is overall significant to explain the relationship between variables.

Partially, the variables Interest, Desire, and Action, as shown in Table 9, have a positive and significant effect on the effectiveness of AI-assisted promotional content. Among the three, Action had the greatest influence ($\beta = 0.356$; $p < 0.001$), so it can be said that call to action is the most powerful factor in increasing the effectiveness of content. Meanwhile, Attention did show a positive effect ($\beta = 0.159$), but the value was not statistically significant ($p = 0.053$), suggesting Attention still plays a role in the AIDA process, though weaker than the other stages. Thus, together the four variables have a significant effect, but individually only Interest, Desire, and Action are proven to have a significant effect on the Effectiveness of AI-assisted Promotional Content.

Discussion

Based on the results of regression analysis, this study shows that the AIDA model consisting of Attention, Interest, Desire, and Action is simultaneously able to explain the effectiveness of AI-assisted Promotional Content very strongly. An R^2 value of 0.750 indicates that 75% of the variation in the effectiveness of promotional content can be explained by these four variables. This figure shows that most of the success or failure of AI-assisted promotional content in this study is determined by how the AIDA stages work in an integrated manner. Meanwhile, the remaining 25% is likely to be influenced by other factors outside of the research model, such as brand trust, price perception, previous consumer experience, and other external factors.

When partially analyzed, it can be seen that there is a difference in the strength of influence between variables. The variables of Interest, Desire, and Action were proven to have a positive and significant effect on the effectiveness of AI-assisted Promotional Content, so the H2, H3, and H4 hypotheses were declared supported. This shows that the audience's interest in the content, the emergence of a desire for the product, and the drive to take real action are factors that really determine the effectiveness of the promotion. In contrast, the Attention variable showed a positive but statistically weak influence ($p = 0.053$), so the H1 hypothesis

was not supported in this study. Although Attention did not reach statistical significance, it is still an important part of the AIDA model. Attention is the first step that helps audiences move to the Interest, Desire, and Action stages. These findings suggest that for AI-assisted content targeting Gen Z, attracting attention alone is not enough to make promotions effective. Promotional content becomes more effective when Attention leads to Interest, Desire, and eventually Action.

The Effect of Attention on the Effectiveness of AI-assisted Promotional Content

The statistical analysis shows that Attention has a positive but statistically weak influence on the effectiveness of AI-assisted promotional content at Cutegram.id ($\beta = 0.159$, $p = 0.053$), meaning it does not meet the significance threshold of $p < 0.05$. Although this contradicts traditional theories and previous studies by Samuel (2021) and Saputra et al. (2023), it reflects an important reality in today's digital environment. Most respondents are Gen Z individuals under the age of 25 who have grown up with digital technology and have been using social media from a young age. Tanjung et al. (2025) explain that Gen Z is used to accessing information quickly and filtering content critically, making them a unique and challenging group to reach as consumers. Sukmana (2025) also notes that Gen Z tends to consume information in a fast and selective way. According to Duong and Vo (2025), because Gen Z expects content to be quick, personal, and interactive, their attention is very selective, which means that visually appealing content alone is no longer enough to create real engagement.

This selective behavior is made stronger by scroll culture, which is the habit of scrolling through content quickly and without stopping, and has become a common way Gen Z uses social media. On Instagram, this means that the time a user spends looking at each piece of content is very short, so a promotional message often does not get enough time to be fully received. Tsani et al. (2025) found that scroll culture has lowered the attention span of Gen Z, making it harder for any single content to hold their attention long enough to have a real impact. This finding is particularly relevant because most respondents are students. According to Hilman (2024), frequent social media use among students is associated with shorter attention spans, making it more difficult for promotional content to hold their attention long enough to create a meaningful impact.

Furthermore, AI-assisted content has become very common on social media, so visually attractive content is no longer special, it has become the norm. The large amount of this type of content leads to advertisement overload, which makes audiences less responsive and less engaged, as explained by Guo and Jiang (2024). When Gen Z can already quickly recognize and skip promotional content, the increasing amount of AI-generated visuals only makes this happen faster. This supports the view of Badri and Huda (2024), who say that content effectiveness now

depends more on personal and relevant messages that can move audiences directly to the Interest and Desire stages. In this context, Attention is still an important first step in the AIDA process, but on its own it is not strong enough to drive promotional effectiveness, a promotion truly works only when Attention successfully leads to Interest, Desire, and Action as one complete process.

The Effect of Interest on the Effectiveness of AI-assisted Promotional Content

The study shows that Interest has a positive and significant effect on the effectiveness of AI-assisted promotional content, with a p-value of 0.001 ($p < 0.05$). This is supported by Arniessa and Dwiridotjahjono (2024), who found that when audiences are interested, they tend to engage more deeply with content, which increases the chance of reaching promotional goals, whether in understanding the message, intending to buy, or taking action. In this study, Interest becomes significant because the AI-assisted promotional content was able to deliver messages that felt personally relevant to the audience, which is the main factor that triggers interest in the AIDA model.

The profile of the respondents also helps explain why Interest is significant. Most respondents are Gen Z students under the age of 25. Darmawati et al. (2025) explain that Gen Z as digital natives are more drawn to content that gives them practical value and feels personally relevant, rather than content that is just entertaining or visually attractive. This means that content which speaks directly to their personal needs is more likely to spark real interest. In addition, most respondents are female, which also supports this finding. Siddiqui and Ali (2025) found that compared to male users, female social media users tend to show stronger and longer-lasting interest in content, making them more likely to respond when a promotion successfully matches their personal interests and needs.

AI plays an important role in making this happen. Godspower & Abigail (2025) notes that students are increasingly interested in AI-personalized advertisements because AI-driven recommendations feel more relevant to each individual, which helps capture and hold their interest more effectively. Adinta et al. (2025) also add that strong personalization builds a deeper emotional connection between consumers and brands, so Interest does more than just get someone's attention — it creates real and meaningful engagement. Interest also works as an important middle step in the AIDA model, where the audience starts to actively read, understand, and think about what is being offered. When Interest is successfully triggered, it becomes much easier for the audience to move toward Desire and Action, which makes Interest a key factor in driving the overall effectiveness of a promotion.

The Effect of Desire on the Effectiveness of AI-assisted Promotional Content

The analysis shows that Desire has a positive and significant effect on the effectiveness of AI-assisted promotional content, with a p-value < 0.05 . This means that a successful promotion does not only need to make the audience interested, it also needs to create a real desire to own or try the product. This finding is supported by Apriandi et al. (2023), who stated that information about product benefits, consumer interest, and trust in a product are important factors in triggering desire and encouraging the audience to seriously think about making a purchase. In the case of Cutegram.id, this desire is built through two approaches: rational motives, such as the affordable price and wide variety of unique products, and emotional motives, such as the personal meaning of giving a custom gift or enjoying DIY activities as a way to reduce screen time. Putri and Rakhma (2026) support this by explaining that personalization strategies combined with social values in brand communication not only make marketing more visually appealing but also create emotional interaction and active participation, which are things that Gen Z highly values.

The profile of the respondents also helps explain why Desire is significant in this study. Utari, et al (2023) found that consumers aged around 17-25 tend to have a higher level of desire to buy products compared to those in older age groups, which matches the majority of respondents in this study. In addition, most respondents are female, which also supports this result. Siddiqui and Ali (2025) found that women tend to be more engaged by emotional content, which is one of the main indicators of desire, meaning that female audiences are more likely to feel a strong want for a product when the content successfully connects with their emotions.

Desire is also an important step where the audience moves from simply being interested to truly wanting to buy. In the case of Cutegram.id, this is further supported by promotional content such as discounts and limited offers shared on the account. Putri and Rakhma (2026) explain that promotions not only offer economic value but also create a feeling of urgency to buy, especially among Gen Z consumers who tend to look for the best value in every purchase and expect extra benefits from their spending. This is in line with Pertiwi et al. (2021) and Nurhidayanti et al. (2020), who explain that Desire works through both emotional and logical factors. When AI-assisted content successfully combines personalization, emotional relevance, and clear product value, it creates a strong and real sense of desire, making this stage a very important part of what drives overall promotional effectiveness, especially for Gen Z audiences.

The Effect of Action on the Effectiveness of AI-assisted Promotional Content

The study shows that Action has a positive and highly significant effect on the effectiveness of AI-assisted promotional content, with a p-value < 0.001 , making it the strongest variable compared to Attention, Interest, and Desire. This means that what matters most in a

promotion is not just getting people to notice or like the content, but actually getting them to do something such as clicking a link, asking about a product, or making a purchase. This is supported by Tristante et al. (2021), who explain that Action is the most important stage in the AIDA process because it is where all previous stages finally turn into real behavior. Utari, et al (2023) also found that Instagram as a promotional tool directly and significantly increases consumer buying action, which means the better the content on Instagram, the higher the chance that audiences will take real steps to buy.

The profile of the respondents explains a lot about why Action becomes the strongest variable. Most respondents are Gen Z students who already know how to use Instagram very well as a shopping platform. Davala et al. (2019) found that students do not shop online just because they need something but also for fun and as part of their lifestyle, and they are very comfortable using platforms like Instagram to find and buy products. This means that when the content is good and the next steps are clear, they do not hesitate to act. Gavriela, R (2023) also found that Gen Z consumers who are active on social media tend to shop in a more active, impulsive, and frequent way as they search for information, compare options, and buy quickly. On top of that, most respondents are female, which makes Action even stronger. They also found that Instagram has a big impact on the purchasing decisions of Gen Z women, and that content which is engaging and relevant is very effective in pushing them to take action.

This is what makes Action stand out as the strongest variable in this study. When Gen Z audiences who are already comfortable shopping on Instagram tend to act quickly and respond strongly to personalized content, and are then exposed to AI-assisted promotional content with clear and direct calls to action, the result is a high level of real engagement and purchase behavior. Gavriela, R (2023) explain that personalization in products and promotions on Instagram encourages Gen Z to act based on their own preferences, making their shopping behavior even more active and driven. In the context of Cutegram.id, AI-assisted content helps deliver messages that are clear, relevant, and easy to act on which is exactly what this audience needs to move from wanting to actually buying. This confirms that while Attention, Interest, and Desire prepare the audience, Action is the stage that determines whether a promotion truly succeeds or not.

This study is special because it was carried out in the real business context of Cutegram.id, a small business in Samarinda that sells creative and personalized products targeting Gen Z consumers who are known for their high digital activity and selective content consumption (Tanjung et al., 2025). In this context, promotional content is not just a supporting tool but the main way to attract attention, build interest, and encourage purchases. Testing the AIDA model

in this real business setting gives a clear and practical picture of how AI-assisted digital marketing actually works. The new insight from this study is that Attention has a weaker influence compared to the other variables, while Interest, Desire, and Action play a bigger and more important role. This shows that in AI-assisted marketing, success does not rely only on catching the audience's initial attention, but on how content can create deeper and more meaningful engagement.

Action stands out as the most important variable in this study, showing that clear messaging and easy calls to action matter more than just attractive visuals. At the same time, Interest and Desire highlight the importance of content that feels relevant and matches the audience's personal needs. Overall, this study gives Cutegram.id strong evidence for making better marketing decisions, where content strategies are no longer based on intuition alone but on data that shows what truly drives audience engagement and purchase behavior in a competitive digital market.

CONCLUSION

This study shows that simultaneously, the variables Attention, Interest, Desire, and Action are able to significantly explain the effectiveness of AI-assisted promotional content. However, partially, only Interest, Desire, and Action had a positive and significant effect, while Attention showed a positive but weaker influence that was not statistically significant. This indicates that the success of promotional content is determined more by audience engagement up to the stage of interest, desire and action, rather than just initial attention. In other words, encouraging the audience to be interested, wanted, and ultimately take action is a key factor in AI-assisted promotion strategies.

Limitations

This study has several limitations that should be considered when understanding the results. First, most of the respondents are from the younger age group, especially Gen Z, so the findings may not represent people from other age groups. Second, the data are based on self-reported perceptions through questionnaires, which may not fully represent actual consumer behavior. In addition, this study only focuses on the AIDA model (Attention, Interest, Desire, and Action) and does not include other factors that might also affect the effectiveness of AI-assisted promotional content, such as trust, brand image, or social influence. The study is also limited to a short observation period, so it does not explain the long-term effects of AI-assisted marketing. Additionally, the AIDA model is theoretically a sequential process, meaning each stage should lead to the next in order. However, this study tests each dimension separately, so the results do not fully reflect how the stages work together as a complete sequence. Furthermore, there is an inconsistency between the Action indicators, which extend to actual

purchase behavior, and the Effectiveness indicators, which only measure purchase intention. Since actual purchase can also be influenced by factors beyond the content itself, such as price and budget, future studies are recommended to align both variables at the same level of measurement for greater consistency. Because of these limitations, the results should be understood within the scope of this study and may not fully apply to all situations.

Implications

This study contributes to digital marketing literature by integrating the AIDA model with AI-assisted promotional content in the context of MSMEs on Instagram. The findings refine the traditional understanding of AIDA by demonstrating that Attention, although conceptually the first stage, plays a relatively weaker role in fast-paced digital environments where users are constantly exposed to visual content. The study highlights that in AI-assisted marketing, the effectiveness of promotional content depends more on relevance, emotional and rational engagement, and clarity of action rather than initial visual attraction. This provides new insight into how AIDA functions differently in AI-assisted social media marketing contexts.

Practically, this study provides actionable insights for MSME digital business owners, particularly Cutegram.id, in designing more effective AI-assisted promotional content. Businesses should not rely solely on visually attractive content to capture attention, but should prioritize strategies that build consumer interest, strengthen desire, and clearly encourage action. This can be implemented through clear calls to action, simple purchasing processes, responsive communication, and optimized AI-assisted content that directs audiences toward conversion rather than mere engagement.

Recommendations

Based on the findings of this study, MSME digital business owners are recommended to design AI-assisted promotional content that focuses more on stimulating consumer interest, strengthening desire, and encouraging clear action rather than only creating visually attention-grabbing posts. Content should include persuasive captions, relatable product benefits, and strong calls to action that guide audiences toward purchasing decisions. In addition, businesses should simplify the purchasing process, respond quickly to customer inquiries, and consistently optimize AI-assisted content to support higher conversion rates.

For future research, it is recommended to explore the application of the AIDA model and AI-assisted promotional content in different MSME sectors, different social media platforms, or larger sample sizes to improve generalizability. Further studies may also examine additional variables such as consumer trust, engagement, or brand perception to gain a more comprehensive understanding of how AI-assisted marketing strategies influence promotional effectiveness.

REFERENCE

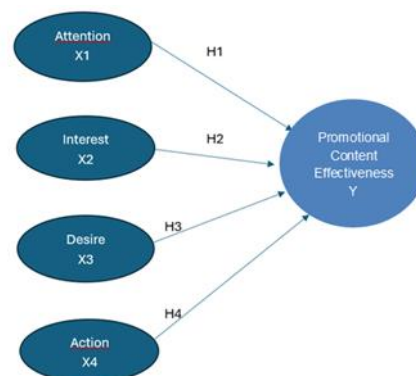
- Adinta, A., Ruby, R., Marcelina, S., & Purwanto, E. (2025). Tren Komunikasi Pemasaran Berbasis AI dan Personalisasi. *Jurnal Bisnis Dan Komunikasi Digital*, 2(4), 8. <https://doi.org/10.47134/jbkd.v2i4.4515>
- Apriandi, N. D., Soleh, A., & Irwanto, T. (2023). The Effect Of Application Of Aida (Attention, Interest, Desire And Action) On Telkomsel Card Purchase Decisions In Bengkulu City Pengaruh Penerapan Aida (Attention, Interest, Desire Dan Action) (Vol. 2, Number 2). www.telkomsel.com
- Arniessa, A., & Dwiridotjahjono, J. (2024). The Influence Of Aida (Attention, Interest, Desire, Action) On The Effectiveness Of Online Advertisements (Survey On Product Buyers On Shopee In Surabaya). In *Management Studies and Entrepreneurship Journal* (Vol. 5, Number 1). <http://journal.yrpiiku.com/index.php/msej>
- Avisena, M. (2025, January). 97% UMKM di Indonesia Akui AI Tingkatkan Pendapatan. *Mediaindonesia.Com*. <https://mediaindonesia.com/ekonomi/735511/97-umkm-di-indonesia-akui-ai-tingkatkan-pendapatan>
- Azhar, A., & Erlangga, C. Y. (2025). Penerapan Model Attention, Interest, Desire, Action (AIDA) pada Promosi Produk Hmns di Media Sosial Instagram. *AL-MIKRAJ Jurnal Studi Islam Dan Humaniora* (E-ISSN 2745-4584), 5(2), 1153–1160. <https://doi.org/10.37680/almikraj.v5i2.7005>
- Badri, V., & Huda, M. (2024). Pengaruh Artificial Intelligence Marketing dan Content Marketing Terhadap Minat Beli dan Keputusan Pembelian. *Economic Reviews Journal*, 3(4). <https://doi.org/10.56709/mrj.v3i4.497>
- Benhard, S. (2025). Tren sosial media kini dibentuk AI: Bukan manusia lagi yang memulai tantangan. *SOCs Binus University*. <https://socs.binus.ac.id/2025/10/10/tren-sosial-media-kini-dibentuk-ai-bukan-manusia-lagi-yang-memulai-tantangan/>
- Cutegram.id. (2023, November). Instagram Cutegram.id. <https://www.instagram.com/Cutegram.Id/>. <https://www.instagram.com/cutegram.id/>
- Dari, U., Limbong, N., Gaol, N., & Dava, M. (2025). Pengaruh Personalisasi Konten Berbasis Kecerdasan Buatan (AI) Terhadap Tingkat Keterlibatan dan Niat Pembelian Konsumen di Media Sosial. In *YUME : Journal of Management* (Vol. 8, Number 2).
- Darmawati, D., Natalisa, D., & Fitrianto, M. E. (2025). *Aktivitas Media Sosial dan Minat Menabung Generasi Z: Sebuah Studi Pendahuluan*. <https://doi.org/10.47065/arbitrase.v6i2.2777>
- Davala, M. R., Amanda, L. S., & Syafitri, F. N. A. (2019). *Student Online Shopping Behaviour Through Instagram*.
- Duong, H. L., & Vo, T. K. O. (2025). How do young users perceive and respond to AI-generated short-form videos? An exploration of Generation Z's perceptions, emotional responses, and trust in AI-created video on social media platforms. *International Journal of Human-Computer Studies*.
- Fatoni. (2025, February). Instagram Juara! Ini Media Sosial Favorit Dunia Tahun 2025. *Tagar.Co*. <https://tagar.co/instagram-juara-ini-media-sosial-favorit-dunia-tahun-2025/>
- Ganda Suherman, S., Putri Hanifah, A., Putri Maulida, R., Azahra Mahira, P., & Az Zahra, R. (2024). Uji Psikometri Alat Ukur Social Networking Site Self-Efficacy (SNS-SES) Versi Indonesia dengan Menggunakan Confirmatory Factor Analysis (CFA). In *Jurnal Psikologi Insight* (Vol. 8, Issue 1).
- Gavriela, R. (2023). Enrichment: Journal of Management The influence of instagram content on the shopping behavior of women's clothing products in women's generation z mediated by consumer network behavior. In *Enrichment: Journal of Management* (Vol. 13, Issue 3).
- Guo, R., & Jiang, Z. (2024). Optimal dynamic advertising policy considering consumer ad fatigue. *Decision Support Systems*, 187, 114323. <https://doi.org/10.1016/j.dss.2024.114323>
- Godspower, O., & Abigail, E. N. O. (2025). SOCIAL MEDIA AND STUDENTS BUYING BEHAVIOUR. *FUDMA JOURNAL OF MANAGEMENT SCIENCES*, 6.

- Hasanah, N. (2016). ANALISIS EFEKTIVITAS IKLAN ONLINE GO-JEK DI KALANGAN PENGGUNA MEDIA SOSIAL DI KOTA MAKASSAR.
- Hilman, E. (2024). *This is Your Brain on Social Media: How Social Media Use is Changing our Attention Spans*.
- Idris, J., & Rahman, S. (2017). Aida Model, Social Media Marketing and Decision to Patronize of Muslim Friendly Hotel. In *Journal of Management & Muamalah* (Vol. 7, Number 2).
- Johar, D., Kumadji, S., & Mawardi, M. (2015). PENGARUH AIDA (ATTENTION, INTEREST, DESIRE, ACTION) TERHADAP EFEKTIFITAS IKLAN ONLINE (Survei pada Pembeli di Toko Online Adorable Project).
- Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. In *PLoS ONE* (Vol. 16, Number 4 April). Public Library of Science. <https://doi.org/10.1371/journal.pone.0249457>
- Liu, X. T., & Zhang, Q. (2025). Optimizing Digital Advertising Effectiveness: An Empirical Study Integrating Two-Factor Theory and the AIDA Model. *Asia-Pacific Journal of Convergent Research Interchange*, 11(1), 121–131. <https://doi.org/10.47116/apjcri.2025.01.09>
- Mentari, A. (2017). PENGARUH KREATIVITAS IKLAN, CITRA MEREK, DAN KEPUASAN KONSUMEN TERHADAP LOYALITAS KONSUMEN (Studi Kasus pada Konsumen Provider Axis di Yogyakarta).
- Nurhidayanti, A., Hapsari, A., & Umam, K. (2020). Efektivitas Promosi Di Media Sosial Pada Keputusan Pembelian Pelanggan Di Gallery DEWDEW Collection Berdasarkan Model AIDA. In *Jurnal Ekonomi* (Vol. 16, Number 1).
- Perkasa, L. D. K. P., Ayuni, N. R. L., & Hermawan, H. (2025). Efektivitas Pembuatan Konten Promosi dengan Bantuan Artificial Intelligence (AI) dalam Promosi Produk Temulawak Instan (Studi Kasus di CV Timoer Sentosa). *Jurnal Ilmu-Ilmu Pertanian*, 32(1), 37–46. <https://doi.org/10.55259/jiip.v32i1.286>
- Pertiwi, S. N., Pardian, P., Trimio, L., & Sadeli, A. H. (2021). ADVERTISING EFFECTIVENESS IN SOCIAL MEDIA INSTAGRAM KOJAMA SHOP WITH AIDA MODEL APPROACH (Vol. 7, Number 1).
- Putri, R. (2023). EFEKTIVITAS PROMOSI PADA PERPUSTAKAAN UNIVERSITAS MERDEKA MALANG MENGGUNAKAN MODEL AIDA (ATTENTION, INTEREST, DESIRE, ACTION).
- Putri, S. S. A., & Rakhma, M. T. (2026). DIGITAL MARKETING STRATEGIES FOR GENERATION Z: AN AIDA-BASED CASE STUDY OF CHATIME INDONESIA. *Jurnal Spektrum Komunikasi (JSK)*, (14), 89–104. <http://spektrum.stikosa-aws.ac.id/index.php/spektrum|E:spektrum@stikosa-aws.ac.id>
- Rasyid, M. N., Nasrullah, & Sumarni. (2021). PENGARUH STRATEGI PEMASARAN ONLINE TERHADAP MINAT BELI KONSUMEN DI KOTA MAKASSAR (STUDI KASUS TOKO RAMADHAN STATIONERY).
- Salsabilla, Z., Setianingsih, W., & Dewi, I. (2023). EFEKTIFITAS PEMASARAN MELALUI INSTAGRAM TERHADAP PENINGKATAN JUMLAH NASABAH PADA PT BANK SYARIAH INDONESIA KC JEMBER. www.gramedia.com
- Samuel, S. (2021). PENGARUH ATTENTION, INTEREST, DESIRE, ACTION (AIDA) TERHADAP EFEKTIVITAS IKLAN SPOTIFY. *Journal of Accounting and Business Studies*, 6(2).
- Sandy, L., & Veri, J. (2025). Systematic Literature Review Peran Kecerdasan Buatan dalam Strategi Marketing. *JEKIN - Jurnal Teknik Informatika*, 5(1), 193–203. <https://doi.org/10.58794/jekin.v5i1.1066>
- Saputra, R., Nasution, M. I. P., & Dharma, B. (2023). The Impact of Using AI Chat GPT on Marketing Effectiveness: A Case Study on Instagram Marketing. *Indonesian Journal of Economics and Management*, 3(3), 603–617. <https://doi.org/10.35313/ijem.v3i3.4936>

- Saryadi, Listyorini, P., Arini, L., & Pattinama, A. (2025). Uji Validitas dan Reliabilitas Pengukuran Kepuasan Pengguna RME dengan Metode EUCS. *JURNAL RISET RUMPUN ILMU KESEHATAN*, 4(2), 44–59. <https://doi.org/10.55606/jurrikes.v4i2.5255>
- Setiawan, A. (2024). PENGARUH AIDA (ATTENTION-INTEREST-DESIRE-ACTION) PADA EFEKTIVITAS IKLAN ONLINE: STUDI PADA BRAND FESYEN RUCAS.
- Siddiqui, A. A., & Ali, Prof. Saiyed. W. (2025). Engaging Genders Differently: The Role of Emotion and Utility in Social Media Consumption. *Journal of Marketing & Social Research*.
- Sukmana, E. A. (2025). *STRATEGI PEMASARAN DIGITAL BERBASIS INFLUENCER MARKETING DALAM MENINGKATKAN BRAND ENGAGEMENT DI KALANGAN GENERASI Z*.
- Tanjung, B. N., Elfrianto, & Nasution, M. A. (2025). Strategi Digital Marketing Yang Efektif Untuk Menarik Minat Konsumen Generasi Z. In *ECONOBIS: Journal of Economics* (Vol. 1, Issue 1).
- Tristanto, T., Hurriyati, R., Dirgantari, P., & Elyusufi, A. (2021). AIDA Model as a Marketing Strategy to Influence Consumer Buying Interest in the Digital Age. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. <https://doi.org/10.33258/birci.v4i4.3319>
- Tsani, K. I., Aly, M., Garini, S. A., Putri, N. A., Yuwinanto, H. P., & Mutia, F. (2025). Dampak Scroll Culture terhadap Daya Konsentrasi Generasi Z: Tinjauan Literatur Psikologi dan Media Digital. *Jurnal Penelitian Inovatif*, 5(4), 2723–2730. <https://doi.org/10.54082/jupin.1673>
- Utari, R., Arifudin, & Yulida, R. (2023). The Influence of Brand Image and Social Media Instagram on Consumer Buying Interest. *Jurnal Ekonomi & Bisnis JAGADITHA*, 10(1), 37–46. <https://doi.org/10.22225/jj.10.1.2023.37-46>
- Virgioni, D., Manullang, R., & Panjaitan, F. (2020). ANALISIS PENGARUH KONSEP AIDA (ATTENTION, INTEREST, DESIRE, ACTION) TERHADAP EFEKTIFITAS PERIKLANAN; STUDI KASUS PADA PT. TOMMINDO INTI PRIMA PANGKALPINANG.
- Wigunawati, E., Deliviana, E. E., Lase, F. J., & Jovani, A. (2022). Penyusunan skala penyesuaian diri perempuan pekerja (SPDPP). *Jurnal Inada: Kajian Perempuan Indonesia di Daerah Tertinggal, Terdepan, dan Terluar*, 5(1), 1-15
- Zulkarnaen, W., & Amin, N. (2018). Pengaruh Strategi Penetapan Harga Terhadap Kepuasan Konsumen. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 2(1), 106-128. <https://doi.org/10.31955/mea.v2i1.52>

PICTURE AND TABLE

Conceptual Framework



Source: Processed Data

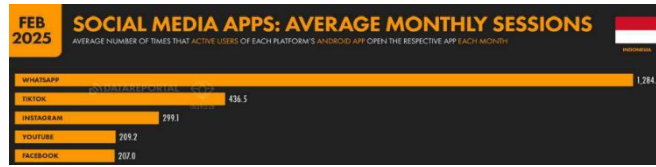


Figure 1: The order of the most used social media in Indonesia
Source: <https://tagar.co/instagram-juara-ini-media-sosial-favorit-dunia-tahun-2025/>

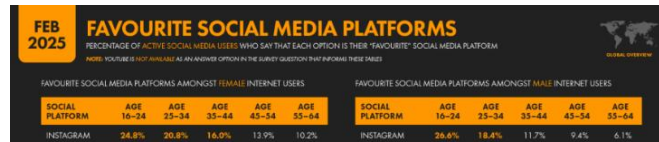


Figure 2: Favourite Social Media Platforms
Source: <https://tagar.co/instagram-juara-ini-media-sosial-favorit-dunia-tahun-2025/>

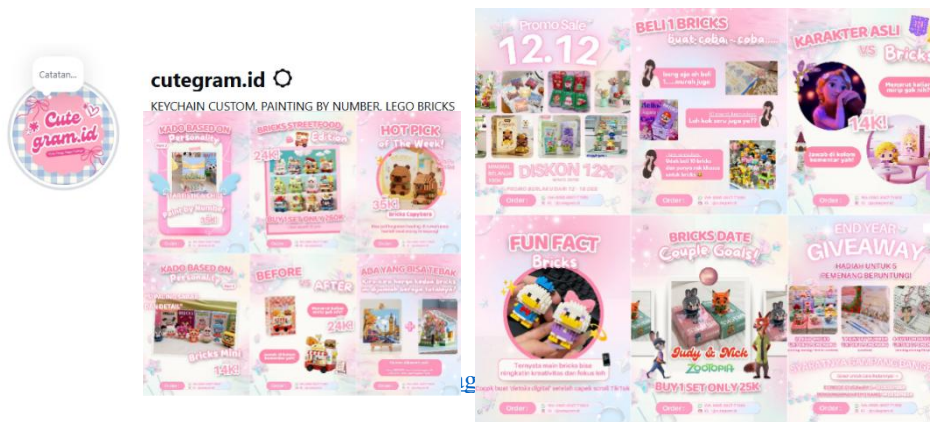


Figure 3: Instagram Profile of Cutegram.id with AI-generated content

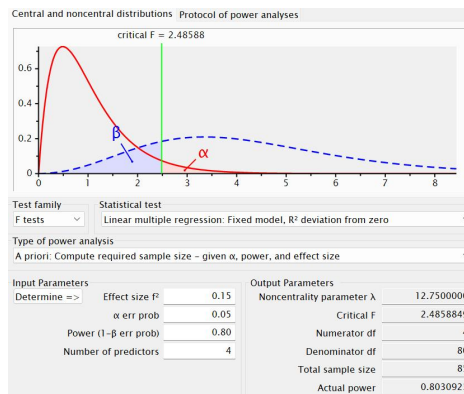


Figure 4: G*Power Sample Size Calculation Results
Source: Processed Data

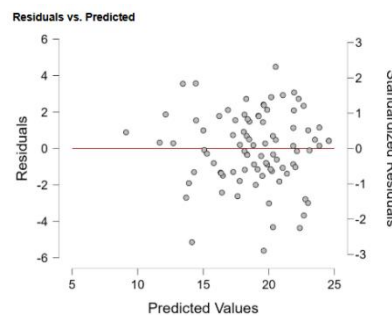


Figure 5: Heteroskedasticity Test (Residuals vs. Predicted Values Plot)
Source: Processed Data

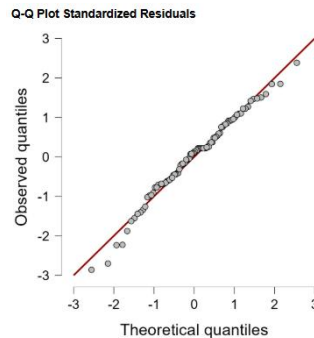


Figure 6: Normality Test (Q-Q Plot of Standardized Residuals)

Table 1: Independent Variables and Operational Definitions

Variable	Definition	Dimension	Indicator	Operational Definition	Source
<i>(AIDA)</i> <i>Attention</i> <i>Interest</i> <i>Desire</i> <i>Action</i>	AIDA describes the process of how promotions work from the beginning to drive a purchase. A good promotion must first attract the attention of consumers, then arouse interest or interest to get to know more. After that, desire arises, which is a desire for a product that can be triggered by rational or emotional reasons. If these three stages are achieved, then consumers finally take action, namely the purchase action.	<i>Attention</i>	<ol style="list-style-type: none"> 1. Meaningful 2. Believable 3. Distinctive 	<ol style="list-style-type: none"> 1. In my opinion, AI-assisted promotional content displayed has a clear meaning. 2. In my opinion, the AI-assisted promotional content delivered feels convincing. 3. In my opinion, AI-assisted promotional content has a uniqueness that sets it apart from other content. 	Samuel (2021)
		<i>Interest</i>	<ol style="list-style-type: none"> 1. Message conveyed well 2. Advertising creates a positive perception 3. Easy to understand information 	<ol style="list-style-type: none"> 1. In my opinion, AI-assisted promotional content conveys a clear message. 2. In my opinion, AI-assisted Cutegram.id promotional content design creates a positive perception of the product. 3. In my opinion, the information in AI-assisted promotional content is easy to understand. 	Samuel (2021)
		<i>Desire</i>	<ol style="list-style-type: none"> 1. Rational motives 2. Emotional motives 	<ol style="list-style-type: none"> 1. In my opinion, AI-assisted promotional content makes me consider buying a product. 2. In my opinion, AI-assisted promotional content produces positive feelings that encourage me to buy products. 	Samuel (2021)

		<i>Action</i>	<ol style="list-style-type: none"> 1. Consumers show confidence in buying. 2. Consumers take actions such as asking more questions about the product. 3. Consumers actually make a purchase. 	<ol style="list-style-type: none"> 1. In my opinion, AI-assisted promotional content increases my confidence to make a purchase. 2. In my opinion, AI-assisted promotional content encourages me to ask more questions about the product. 3. In my opinion, AI-assisted promotional content has made me make a purchase. 	Samuel (2021)
--	--	---------------	---	---	---------------

Source: Processed data

Table 2: Dependent Variables and Operational Definitions

Variable	Conceptual Definition	Indicator	Operational Definition	Source
<i>Effectiveness of Promotional Content</i>	Promotional Content Effectiveness is the level of success of promotional activities in generating positive responses from consumers (Koob (2021), such as improving recall, encouraging engagement, forming a good attitude towards content and brands, and fostering intention to buy (Samuel, 2021).	<ol style="list-style-type: none"> 1. Memory 2. Engagement 3. Positive attitude towards content 4. Positive attitude towards the brand 5. Purchase intent 	<ol style="list-style-type: none"> 1. In my opinion, the AI-assisted promotional content gives a strong impression so that it is easy for me to remember. 2. In my opinion, AI-assisted promotional content is easily recognizable compared to other promotional content. 3. In my opinion, the AI-assisted content made me think about the offer submitted. 4. In my opinion, AI-assisted promotional content affects my assessment of the brand shown. 5. In my opinion, AI-assisted promotional content grew my intention to buy the product. 	Samuel (2021)

Source: Processed data

Table 3: Descriptive Analysis of Respondent Characteristics

Characteristic	Category	Frequency	Valid Percent (%)
Age	< 18 years	41	43.6
	18-25 years	38	40.4
	26-35 years	14	14.9
	> 35 years	1	1.1
	Total	94	100.0
Gender	Female	81	86.2
	Male	13	13.8
	Total	94	100.0
Occupation	Student/College Student	54	57.4
	Business Owner	14	14.9
	Private Employee	23	24.5
	Freelancer	2	2.1
	Other	1	1.1
	Total	94	100.0

Source: Processed data

Table 4: Reliability Test Results

Variable	Cronbach's α
Attention	0.867
Interest	0.787
Desire	0.794
Action	0.830
Effectiveness	0.890

Source: Processed data

Table 5: Item-Rest Correlation Results

Question Items	Item Code	Item-Rest Correlation	Remarks
In my opinion, AI-assisted promotional content displayed has a clear meaning.	AT 1	0.720	Valid
In my opinion, the AI-assisted promotional content delivered feels convincing.	AT 2	0.712	Valid

In my opinion, AI-assisted promotional content has a uniqueness that sets it apart from other content.	AT 3	0.690	Valid
In my opinion, AI-assisted promotional content conveys a clear message.	IN 1	0.703	Valid
In my opinion, AI- assisted Cutegram.id promotional content design creates a positive perception of the product.	IN 2	0.615	Valid
In my opinion, the information in AI-assisted promotional content is easy to understand.	IN 3	0.718	Valid
In my opinion, AI- assisted promotional content made me consider buying a product.	DE 1	0.645	Valid
In my opinion, AI-assisted promotional content evokes positive feelings that encourage me to buy products.	DE 2	0.739	Valid
I find that AI- assisted promotional content increases my confidence to make a purchase.	AC 1	0.728	Valid
I think AI- assisted promotional content encourages me to ask more questions about the product.	AC 2	0.672	Valid
In my opinion, AI- assisted promotional content has made me make a purchase.	AC 3	0.708	Valid
In my opinion, the AI-assisted promotional content gives a strong impression so that it is easy for me to remember.	EF 1	0.800	Valid
In my opinion, AI- assisted promotional content is easier to recognize than other promotional content.	EF 2	0.723	Valid
In my opinion, the AI-assisted content made me think about the offer submitted.	EF 3	0.797	Valid
In my opinion, the AI- assisted promotional content influenced my assessment of the brands shown.	EF 4	0.480	Valid
In my opinion, the AI- assisted promotional content grew my intention to buy the product.	EF 5	0.785	Valid

Source: Processed data

Table 6: Multicollinearity Test Results

Independent Variables	Tolerance	VIF
Attention (AT)	0.430	2.324
Interest (IN)	0.469	2.133
Desire (DE)	0.426	2.346
Action (AC)	0.400	2.498

Source: Processed data

Table 7: Summary of Regression Models

Models	R	R ²	Adjusted R ²
AT, IN, DE, AC → The Effectiveness of AI-assisted Promotional Content	0.866	0.750	0.738

Source: Processed data

Table 8: ANOVA Test Results Regression Model (F test)

Source of Variation	df	F	p
Regression	4	66,59	< 0.001
Residual	89		
Total	93		

Source: Processed data

Table 9: Partial Regression Coefficient (t test)

Independent Variables	β (Standard)	t	p
Attention (AT)	0.159	1.961	0.053
Interest (IN)	0.281	3.356	0.001
Desire (DE)	0.209	2.703	0.008
Action (AC)	0.356	4.376	< 0.001

Source: Processed data