

# AIDA (Attention, Interest, Desire, Action) as a Social Media Marketing Strategy towards Customer Loyalty of Pelakor Laundry Business.

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## Abstract

This study aims to explore the application of the AIDA model (Attention, Interest, Desire, Action) as a social media marketing strategy in enhancing customer loyalty at the "Pelakor" laundry business in Bandar Lampung. The research employs a qualitative descriptive approach with data collection techniques through in-depth interviews and focus group discussions (FGDs). The findings indicate that each stage of AIDA contributes positively to increasing consumer attention, interest, desire, and action, which in turn impacts satisfaction and loyalty. However, the study found that the business has not yet optimized the use of paid advertisements, loyalty programs, and a variety of digital payment methods. Recommendations are provided for the business to develop a digital-based loyalty program and expand payment channels to strengthen customer engagement.

**Keywords:** AIDA, social media, consumer loyalty, digital marketing, Laundry business

## Pendahuluan

The laundry service business has become one of the fastest-growing sectors in urban areas, in line with the increasing mobility of society. In the digital era, laundry business owners have begun to utilize social media as one of their main marketing strategies to attract and retain customers (Saqila & Agustina, 2025; Geasela et al., 2025). The increasingly intense competition in the laundry business encourages entrepreneurs not only to be present on social media but also to develop effective marketing strategies in order to win the hearts of consumers (Lestari, 2024; Arif et al., 2024) 2023; Mumtaz, 2019; Hassan, 2015).

One commonly used approach in marketing is the AIDA model (Attention, Interest, Desire, Action), which guides business owners in attracting attention, building interest, creating desire, and encouraging consumers to take action. This model is relevant for application in marketing content through social media (Jiang et al., 2025).

“PELAKOR” Laundry, a laundry business with a unique and striking name, utilizes social media as its primary channel to reach consumers. Various promotional contents applying the AIDA approach are regularly uploaded, making it interesting to study their relationship with customer loyalty (Pelakor, 2025).

This model emphasizes the importance of attracting consumer attention, generating interest, creating desire, and encouraging purchasing actions (Hassan, 2015). In addition, the theory of customer loyalty is also used to strengthen interaction with customers through continuous communication and service personalization. By combining these two theories, the laundry business is expected to enhance the effectiveness of its digital marketing strategy and build stronger customer loyalty.

This study employs a qualitative approach to gain a comprehensive understanding of customer preferences and the effectiveness of the applied digital strategy. Through in-depth interviews and focus group discussions, this research aims to identify relevant patterns and trends in digital marketing for laundry businesses. By analyzing the collected

data, this study seeks to determine how the AIDA-based social media marketing strategy influences customer loyalty to the PELAKOR laundry business.

## **Theoretical Framework**

The AIDA model was first introduced by E. St. Elmo Lewis in 1898 within the context of marketing communication in the insurance industry (Michaelson & Stacks, 2011; Ganesh, 2020). AIDA is an acronym for Attention, Interest, Desire, and Action, representing the four cognitive stages consumers go through from becoming aware of a product to making a purchase decision (Heath & Feldwick, 2007).

AIDA is widely used to evaluate the success of advertisements and marketing campaigns, both in traditional and digital methods (Prathapan et al., 2018; Purbaningsih et al., 2022). Each stage in AIDA—from attracting attention, generating interest, creating desire, to encouraging action—functions to guide consumers from awareness to the purchasing decision (Ashcroft & Hoey, 2001). Even in the era of social media, the core principles of AIDA remain relevant, as consumers still go through the stages of attention, interest, desire, and action, although the communication context has become more interactive (Michaelson & Stacks, 2011).

In the context of online marketing, AIDA has been adapted to become more interactive. For example, attracting attention can be done through banner ads or links on popular portals (Lagrosen, 2005), while interest and desire are built through regularly updated interactive content to encourage visitors to return to the website or social media. Although AIDA has been widely used in marketing, studies on its application in social media strategies—especially for small businesses such as laundry services—are still limited (Hoek & Gendall, 2003).

This study adapts the AIDA model to examine how the social media strategy of the “PELAKOR” laundry business can attract attention, build interest, create desire, and drive consumer action to ultimately form loyalty. This is essential to understand the consumer decision-making process in small service businesses based on social media platforms (Dahiya & Gayatri, 2018; Kusumawati, 2019).

### **Social Media Marketing**

Social media has transformed the marketing landscape by enabling dynamic, connected, and egalitarian interactions between companies and consumers (Kaplan & Haenlein, 2010; Peters et al., 2013). First, social media facilitates the creation of new connectedness that transcends geographical boundaries through platforms such as Facebook, Twitter, and YouTube. This connectedness, also referred to as social ties (Muller & Peres, 2019; Quinton & Wilson, 2016), plays a significant role in customer referral behavior (Verlegh et al., 2013).

Second, social media has revolutionized the way companies and consumers influence each other through social interactions and word-of-mouth (WOM) effects (Nair & Harshavardhini, 2020). The structure of social networks and the strength of social ties affect the intensity of these interactions (Aral & Walker, 2014). Third, the data generated by social media—characterized by volume, variety, and velocity—serves as a strategic resource for customer analysis, market research, and new idea development (Libai et al., 2010; Moe & Schweidel, 2017).

From a marketing strategy perspective, social media interaction becomes a resource exchange process between companies and customers (Hollebeek et al., 2019). This interaction occurs not only in dyadic (two-way) relationships but also within multi-actor networks (Gummesson & Mele, 2010). Companies can leverage social CRM to manage these relationships and enhance their marketing capabilities (Trainor et al., 2014). Various marketing initiatives such as task-based incentives (e.g., review requests) or experience-based incentives (e.g., interactive events) are used to foster customer engagement (Harmeling et al., 2017).

Customer engagement itself reflects the intensity of customer participation and connection with company activities, whether initiated by the company or by the customers themselves (Vivek et al., 2012). This form of engagement includes content consumption, contribution, and content creation (Muntinga et al., 2011). Increased engagement contributes to the added value customers generate for the company (Pansari & Kumar, 2017).

### **Consumer Loyalty**

Loyalitas role in retaining the customer base and reducing marketing costs (Kotler & Keller, 2016; Khan et al., 2016). Aaker (1997) emphasized that brand loyalty is the core of a brand, reflecting the level of consumer attraction

and commitment to a particular brand. The higher the consumer loyalty to a brand, the lower the likelihood of switching to a competitor's brand, thereby reducing vulnerability to competitive attacks.

Schiffman and Kanuk (1987) defined brand loyalty as a consumer's consistent preference to purchase the same brand for a specific product. Oliver (1999) added that loyalty is a deep commitment to consistently repurchase a product or service in the future, despite situational influences or marketing efforts that could cause brand-switching behavior. This loyalty is not only behavioral in nature but also reflects the psychological and subjective dimensions of consumers when facing various brand choices (Vazifehdoost et al., 2014).

Furthermore, Morgan and Hunt (1994) as well as Chaudhuri and Holbrook (2001) stated that brand loyalty arises from brand trust and the high-value relationship established between consumers and companies. Loyalty is also seen as the result of a psychological process that leads to a tendency for consumers to choose brands they know and trust. In this context, equity-based marketing strategies have proven effective in enhancing customer loyalty (Zeithaml et al., 1996; Vogel et al., 2008; Dwivedi et al., 2012).

In today's digital era, social media plays a significant role in fostering customer loyalty. Social media enables companies to build networks, engage in conversations, and socialize with consumers (Gordhamer, 2009). By providing relevant and engaging content on social media, companies can create emotional bonds that strengthen consumer loyalty toward the brand. This aligns with the Stimulus–Organism–Response (S–O–R) model, which explains that consumer loyalty is a form of response in the form of positive actions (e.g., repeat purchases, positive word of mouth) or avoidance of negative actions (e.g., refusal to purchase, negative word of mouth) as a result of their interaction experience (Donovan & Rossiter, 1982; Eroglu et al., 2001; Islam et al., 2017).

Moreover, previous studies emphasize the importance of equity-based strategies to reinforce customer loyalty, focusing on delivering expected value and retrieving that value in the form of customer loyalty (Rust et al., 2004; Ou et al., 2014). This indicates that in developing customer loyalty, companies need to identify high-value customers, tailor their marketing plans, and strive to retain these customers (Yadav & Rahman, 2017)

### Previous Research

Various studies have highlighted the vital role of digital marketing in supporting the development of local MSMEs in Indonesia. Tohari et al. (2023) revealed that digital marketing assistance for MSMEs in Jatirejo Village succeeded in boosting entrepreneurs' confidence by up to 80% and increasing turnover by around 60% within six months after the training. This program not only strengthened collaboration among MSME actors but also supported the acceleration of Sustainable Development Goals (SDGs) achievement through poverty alleviation based on local economic empowerment.

Silaen et al. (2023) showed that digital marketing strategies that utilize social media, search engine optimization, content marketing, and e-commerce integration (including paid advertising, email marketing, and influencer marketing) can significantly expand market reach and increase sales of local products. This research emphasizes the importance of a deep understanding of target markets and adaptation to digital trends to ensure the effectiveness of marketing campaigns.

Aminuddin and Choiri's (2022) study highlighted that the implementation of digital marketing strategies can improve the competitiveness of MSMEs, particularly in rural areas affected by the COVID-19 pandemic. However, the implementation faces challenges such as low digital literacy and limited access to technology. Therefore, focused training programs and supportive policies are needed to accelerate the digital transformation of MSMEs.

In the context of the service sector, Nurhamidah and Fahlevi (2022) found that utilizing social media platforms such as Instagram and digital promotional sales could increase MSME laundry revenue by up to 15%, while also strengthening customer loyalty and brand awareness. Similar findings were reported by Lady et al. (2023), who demonstrated that digital marketing helps improve brand visibility, customer numbers, and market reach of laundry MSMEs.

Meanwhile, a study by Rahayu Lestari (2023) emphasized that digital marketing and price perception significantly influence customer satisfaction, which in turn positively impacts the marketing performance of laundry MSMEs

in South Tangerang. Using Partial Least Square (PLS) analysis, this study provides empirical evidence of the importance of integrating digital strategies in efforts to enhance MSME business performance.

## Research Method

This study employed a descriptive approach using qualitative methods. This approach was chosen to explore in depth the perceptions, experiences, and views of laundry business owners, employees, and consumers regarding the digital marketing strategies implemented. The research is exploratory in nature, aiming to formulate recommendations for optimizing digital marketing in laundry businesses.

The research subjects included the laundry business owner, three employees, and several consumers who were using the services at the location during the data collection period. The study was conducted at one of the "Pelakor" laundry businesses located in Bandar Lampung City, Lampung, Indonesia.

Data were collected through in-depth interviews with the owner and employees, as well as focus group discussions (FGDs) with consumers. Both interviews and FGDs were conducted using semi-structured interview guides to ensure flexibility in data exploration.

The data were analyzed using thematic analysis, starting with the transcription of interview and FGD results, data coding, and identification of key themes related to digital marketing strategies that have been implemented and those expected by consumers.

All participants were informed about the purpose of the research and voluntarily gave their consent to participate. Personal data were kept confidential and used solely for academic research purposes.

## Results and Discussion

### General Overview of the Research Object

The laundry business that serves as the object of this research is "Laundry Pelakor (Pencuci Laundry Kotor)", located in Gedong Air District, Bandar Lampung City and established since 2022. This business has five employees and offers kilogram washing services, ironing, and coin self-service. The majority of customers are students and housewives around the business location.

In marketing its services, Laundry Pelakor (Pencuci Laundry kotor) has utilized TikTok and Instagram social media with user id: @laundypelakor.id. On TikTok and Instagram, the admin often uploads various interesting content to attract more consumers. Besides these two applications, "Laundry Pelakor" promotes through the WhatsApp application, especially through personal chat features and also WhatsApp status.

### Implementation of AIDA Model Design (Attention, Attention, Interest, Desire, Action)

#### Attention

In the Attention stage of the AIDA model, the main objective of digital marketing strategy is to attract the attention of potential customers so that they become aware of the existence of products or services offered (Hassan et al., 2015). Based on interview results with the owner of Laundry Pelakor, this business tries to attract customer attention through various digital channels, especially Instagram, TikTok, and WhatsApp. The owner mentioned:

"Usually we upload promotional photos, or stories of laundry results so people can see our services. Sometimes we also share videos on TikTok so that more people know."

In addition, Laundry Pelakor utilizes WhatsApp Status features and personal chat to share promotional information to customers who have previously used their services. This aligns with the findings of Shahizan Hassan et al. (2015) that the use of social media is one of the effective strategies for building brand awareness. Currently, Laundry Pelakor has a number of followers of 7,344 accounts on Instagram.

The results of focus group discussions (FGD) with three consumers show that consumers more easily notice laundry businesses that actively post attractive and informative visuals. One FGD participant mentioned:

"I knew about Laundry Pelakor from my friend's WhatsApp status. Then when I saw their Instagram had a promotion, I became curious."

Although it has utilized social media, analysis shows that efforts to attract customer attention still have several limitations. Laundry Pelakor has not yet utilized paid advertising features on Instagram or TikTok, which according to FGD participants, can reach more potential customers outside the current consumer circle. Additionally, this business has also not conducted promotional collaborations with local community accounts or utilized customer referral strategies to expand promotional reach.

This shows that, although Laundry Pelakor has made several efforts in the Attention stage, optimization is still needed. In the AIDA model, attention-attracting efforts can be strengthened through various tactics, such as using paid advertisements, collaborating with local influencers, and integrating offline marketing strategies such as flyers in surrounding residential areas (Hassan et al., 2015).

Thus, in the Attention stage, Laundry Pelakor's strategy can be developed by adding variations of channels and promotional methods to be able to reach a wider audience and strengthen brand awareness in the local market.

## **Interest**

After successfully attracting the attention of potential customers, the next stage in the AIDA model is Interest—namely generating interest from potential customers by conveying relevant and convincing information (Hassan et al., 2015). At this stage, information regarding services, prices, and competitive advantages needs to be presented clearly and consistently through the communication channels used.

Based on interview results, Laundry Pelakor has attempted to generate customer interest by informing their services in detail through social media and WhatsApp. The information provided includes price lists, types of services (for example: wash and iron, iron only, dry cleaning), estimated processing time, and pickup-delivery service coverage areas. The owner mentioned:

"We always try to write clear prices in posts, so consumers are not confused. If through WhatsApp, we also always send details of the services."

FGD findings support this. Consumers stated that their interest emerged when service information was presented completely and transparently. One FGD participant expressed:

"If I see the prices and services are clear, I become more interested. Especially if there are examples of their work results, it makes me more confident."

However, observation results show that information shared on Instagram and TikTok is still inconsistent in terms of frequency and format. For example, not all uploads include prices, and there is no content in the form of videos or images explaining the laundry process or customer testimonials. Whereas, in the AIDA model, product information presented completely (including visuals from various angles and company explanations) will help increase potential customer interest (Hassan et al., 2015).

Additionally, Laundry Pelakor has not fully utilized opportunities to generate interest through educational content or storytelling content that can strengthen business image and bring them closer to consumers. This becomes an important note for developing Interest stage strategies, so as not to rely only on price and service information but also build emotional closeness with the audience.

Thus, in the Interest stage, Laundry Pelakor has shown positive initial efforts but still has room for development, especially in terms of information consistency, content variation, and visual communication strategies to strengthen potential customer interest.

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#### Desire

After consumer interest is built, the next stage in the AIDA model is Desire, which is encouraging the emergence of consumer desire to use the services offered (Hassan et al., 2015). At this stage, the main strategies that can be used include providing attractive promotions, displaying customer testimonials, and building a positive image through strong visual content.

Based on interview results, Laundry Pelakor attempts to build consumer Desire through a number of promotional programs and additional services. The owner mentioned:

"We often give early-month promotions, such as price discounts for wash and iron. Besides that, for the surrounding area here we offer free pickup-delivery service to be more practical for customers."

This finding is reinforced by consumer opinions in FGD, where they acknowledged that the promotions given are quite effective in generating desire to try the service. One FGD participant conveyed:

"If there's a discount, I become more eager to try. Because sometimes laundry prices can be quite expensive when they accumulate."

In addition, Laundry Pelakor uses before-after photos of laundry results to create visual appeal. This type of content receives positive responses from customers, as it helps them see service quality before deciding to try. This aligns with AIDA model recommendations, where attractive visuals and relevant promotions can transform interest into desire to purchase (Hassan et al., 2015).

However, observation results indicate that promotional frequency is not yet consistent. Promotions are only conducted at certain times (for example, early month), without continuous or thematic programs (such as holiday promotions or loyalty programs). Additionally, visual content uploaded on social media tends to still be simple and has not utilized more persuasive design techniques or copywriting (for example with catchy captions or narratives that highlight unique business advantages).

In the AIDA context, Laundry Pelakor has begun steps to build Desire through promotions and visual content. Nevertheless, this strategy can be strengthened with the development of more varied promotional programs and more strategic content to build consumer desire continuously.

#### Action

The final stage in the AIDA model is Action, which is the effort to encourage consumers to immediately take purchasing action or service usage (Hassan et al., 2015). At this stage, ease of ordering process, clarity of payment information, and additional service options such as delivery become crucial factors that influence consumers' final decisions. Based on interview results, Laundry Pelakor facilitates consumer Action through a simple ordering system. Customers can place service orders simply through WhatsApp chat. The business owner explained: "Usually customers directly WhatsApp, just send a message, then we confirm the price and processing time." Additionally, price information and processing time estimates are included in initial conversations to clarify consumer expectations. Pickup-delivery services in certain areas are also provided to increase customer comfort.

However, findings from FGD and observations reveal obstacles in the Action stage. Several consumers stated that payment method choices are still limited, which becomes a barrier when they want to order immediately. One consumer mentioned: "If for example there were e-wallets like OVO or GoPay, it would seem more practical, because sometimes I'm lazy to do manual transfers." Besides that, the ordering process is not yet integrated with automatic ordering systems or online forms, so all communication still depends on manual responses from admin or owner. Whereas, according to Hassan et al. (2015), clarity and speed of ordering process as well as payment flexibility are important elements to move consumers in the Action stage.

Based on these findings, it can be concluded that although Laundry Pelakor has provided basic mechanisms to support consumer Action, there is still room for improvement, especially in providing more diverse payment options (for example QRIS, e-wallet), and accelerating ordering flow through forms or simple applications. This aligns with AIDA recommendations to strengthen the Action stage, so that purchasing decisions can occur more quickly and without obstacles.

### **Impact on Loyalty**

The implementation of marketing strategy based on the AIDA model at Laundry Pelakor apparently does not only stop at efforts to attract attention, interest, desire, and customer action, but also plays an important role in creating satisfaction that ultimately leads to consumer loyalty. Field findings show that each stage in the AIDA model contributes to positive consumer experience. In the Attention and Interest stages, consumers admitted it was easier to recognize and understand Laundry Pelakor services because the information conveyed was quite clear and the visuals displayed were attractive. This aligns with the theory of Shahizan Hassan et al. (2015), which states that the success of early AIDA stages is highly dependent on message clarity and media attractiveness used. One consumer mentioned, "I first saw the promotions and laundry results that were posted, so I was confident to try."

Furthermore, in the Desire and Action stages, consumers felt helped by the promotions and ease of ordering through WhatsApp. Promotions such as price discounts in early months and pickup-delivery services were considered as driving factors that made them increasingly interested in trying, and finally satisfied after directly experiencing service quality. This supports the theory of Kotler & Keller (2016) which emphasizes that consumer satisfaction is the result of conformity between initial expectations and real experience. The business owner himself acknowledged that consumer satisfaction plays a major role in maintaining business sustainability: "If they are satisfied, usually they order again, and sometimes recommend to friends."

From here, there is continuity between AIDA strategy and the creation of consumer loyalty. Satisfied consumers tend to make repeat purchases and recommend Laundry Pelakor services to their environment. This aligns with Oliver's (1999) view that loyalty is not only the result of momentary satisfaction, but also from emotional attachment and positive habits formed from repeated experiences. Nevertheless, the findings of this research also show that Laundry Pelakor has not fully optimized loyalty programs such as point systems, membership, or special incentives for loyal customers, which in modern marketing theory is one of the key factors in strengthening loyalty (Kotler & Keller, 2016).

Thus, the AIDA-based marketing strategy implemented by Laundry Pelakor has successfully created consumer attention, interest, desire, and action that results in satisfaction. This satisfaction then becomes the foundation for the birth of loyalty, although systematic efforts in maintaining long-term loyalty can still be developed further. The recommendation that can be given is the need for Laundry Pelakor to start implementing digital-based consumer loyalty programs and expanding payment choices to be able to answer modern consumer needs while strengthening their attachment to the brand.

## **Conclusion, Limitations, and Suggestions**

### **Conclusion**

This research concludes that the implementation of digital marketing strategy based on the AIDA model at Laundry Pelakor in Bandar Lampung has supported efforts to attract attention and customer interest through the use of Instagram, TikTok, and WhatsApp social media. Visual promotions, clear price information, and discount offers and additional self-service coin services at discounted prices successfully built customer desire to use the services. Easy ordering through WhatsApp also encouraged consumers to take action, although there are still development opportunities, especially in providing more diverse payment options such as e-wallets.

### **Suggestions for Business Practitioners**

Based on research results, it is suggested that Laundry Pelakor could consider several things to improve consumer satisfaction and loyalty. First, to add digital payment methods such as e-wallets (OVO, GoPay, Dana) to facilitate transactions and expand customer segmentation. Second, increase the frequency and quality of social media content, including the use of more professional service photos and videos to attract wider attention. Additionally, to consider customer loyalty programs such as reward points or special promotions for regular customers to strengthen consumer desire and action.

### **Limitations and Suggestions for Future Research**

This research is limited to one laundry business in Bandar Lampung, so findings may not necessarily be generalized for laundry businesses in other regions. Future research is expected to involve more research objects and combine quantitative analysis to measure the influence of each AIDA stage on consumer decisions statistically. This section defines the study's novelty and the research's fruitfulness, as well as how the study advances from the current state of the

knowledge. It should highlight the impact of the study on society or community and its theoretical contribution to the discourse of community engagement. It should be a justification of the result and not just a listing of results concerning the objectives of the article. Further research of the study can be suggested in this section.

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