AISAS Model Analysis of Construction Company Strategy using Instagram (Study at Cipta Sarana Mandiri Company)

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ABSTRACT : Construction service providers, including Cipta Sarana Mandiri, are increasingly targeting the retail sector. Social media has emerged as a crucial tool for these companies to conduct efficient and effective marketing communication within the retail segment. Social media platforms serve as pivotal hubs where consumers seek product information and share insights, particularly vital for products with inherent credibility traits like those in the construction industry. The evolution of internet usage and social media has transformed consumer behavior models from the traditional AIDA (Attention-Interest-Desire-Action) framework to AISAS (Attention-Interest-Search-Action-Share). This qualitative research examines Cipta Sarana Mandiri's Instagram strategy using the AISAS Model. The findings underscore the significance of the Share stage in AISAS for the company, highlighting its critical role in influencing consumer purchasing decisions. The study recommends that companies implement strategies specifically tailored for the Share stage, emphasizing the importance of consumer feedback and experiences in shaping consumer perceptions and behaviors towards products with credence characteristics.

I.　　INTRODUCTION

　　　　Cipta Sarana Mandiri is a construction company from Indonesia.Since 2010, CSM Companies has specialized in chemical construction applications, focusing on Master Builders Solutions, a prominent brand known for its advanced chemical solutions in construction (Cipta Sarana Mandiri, 2022). Their offerings include a comprehensive range of products such as concrete admixtures, waterproofing solutions, concrete repair and protection solutions, performance grouts, and performance flooring solutions. CSM Companies has established itself as a reliable partner for multinational corporations seeking specialized chemical solutions tailored to diverse construction challenges (Cipta Sarana Mandiri, 2022). They provide expertise in antimicrobial, anti-static, chemical-resistant, cleanroom-compatible, decorative, extreme-temperature-resistant, fast-curing, hard-wearing, HACCP-certified, moisture barrier, refurbishment, outdoor finishes, slip-resistant, UV-stable, and sustainable solution applications, ensuring comprehensive support across various construction environments and requirements (Cipta Sarana Mandiri, 2022).

　　　　Since the acquisition of Master Builders Solutions by SIKA, Cipta Sarana Mandiri, a key applicator of Master Builders Solutions, has faced the strategic imperative of adapting to meet SIKA's ambitious sales targets. In light of this acquisition, Cipta Sarana Mandiri is strategically planning to broaden its business horizons by exploring new market segments. This includes expanding into retail and diversifying its portfolio to encompass a wider range of construction services beyond its current specialization in flooring applications. By embarking on this expansion initiative, Cipta Sarana Mandiri aims to enhance its market presence and capitalize on emerging opportunities in the construction industry under SIKA's stewardship.

　　　　Cipta Sarana Mandiri has been recognized with several prestigious awards, including the BASF Preferred Partner award in 2011, Best Sales Contribution awards from BASF in 2012, 2015, and 2016, and the BASF Best Sales Contribution Direct Channel award in 2017. They have also received acclaim for their Outstanding Ucrete Sales in ASEAN in 2018, among other distinctions (Cipta Sarana Mandiri, 2022). Despite these commendations, Cipta Sarana Mandiri's name remains relatively unfamiliar to the general public compared to more established market leaders. To increase their visibility, Cipta Sarana Mandiri has actively embraced social media platforms as integral tools for marketing communication, aiming to raise brand awareness effectively.

　　　　The AISAS technique is a useful approach to evaluating the effectiveness of a company's marketing communications. The AISAS technique, developed by Sugiyama & Andree in 2011, is a recent approach for evaluating the effectiveness of campaigns. AISAS is composed of five dimensions: attention, interest, search, action, and share (Sugiyama & Andree, 2011). Attention refers to the consumer's behavior of actively observing

and focusing on items or services that are promoted via social media. Interest refers to the customer behavior that indicates a desire for items or services that are promoted via the internet or social media. Search refers to the act of consumers actively seeking further information about items or services that are marketed over the internet or social media. Action refers to the conduct of customers who engage in purchasing items or services that have been promoted on the internet. Share refers to the act of customers disseminating information about their experiences with goods or services to others via the internet or social media (Dewanti, 2019). With this study, it is anticipated that organizations may implement impactful marketing efforts to enhance sales.

The AISAS model is a comprehensive framework that delineates the sequential progression of active consumer behavior across the whole process. This model may also aid organizations in formulating strategies to effectively capture the loyalty and satisfaction of consumers at each stage of the process (Sugiyama & Andree, 2011). The occurrence of AISAS procedures does not necessarily follow a sequential order, and it is possible to bypass one or two portions of the process. Consumers have the ability to make a purchase directly after viewing an online advertisement and then express the distinctive features of the product in the comments or testimonials section or share it on social media. This marks the transition to the sharing stage, which can then lead to renewed attention or further search activity (Sugiyama & Andree, 2011). The AISAS model may be described as a cyclical process of consumer behavior rather than a linear one.

Several studies have found the benefits of business communication methods, particularly in relation to purchase intention. Future research should focus on further investigating this. Based on the researcher's review, there are still few studies focusing on the SMEs and AISAS, particularly in developing countries like Indonesia. The researcher found fewer than 10 studies involving Indonesian consumers from 2015 to 2024. Cipta Sarana Mandiri maintains an active social media presence across LinkedIn, YouTube, and Instagram, integrating these platforms to effectively communicate marketing messages. The company particularly utilizes its Instagram account for diverse activities, including advertising, quizzes, and promotional campaigns. Given these practices, researchers are motivated to investigate the company's Instagram marketing communication strategies. This qualitative research aims to analyze Cipta Sarana Mandiri's approach to social media marketing using the AISAS Model, highlighting its effectiveness and strategic implications.

II. LITERATURE REVIEW

2.1.1 AIDA (The concept before AISAS arises)

The AIDA idea is widely recognized as a fundamental framework for developing communication campaigns and is often used as the basis for marketing programs. The AIDA model, first by Strong in 1925 and expanded upon by Fill & Turnbull in 2016, is a representation of the sequential steps that a salesperson must guide a prospect through throughout the personal selling process. This model illustrates the progression of the potential customer as they go through a series of stages: attention, interest, desire, and action. Subsequently, this representation of the procedure was informally embraced as the fundamental structure for elucidating the functioning of persuasive communications, particularly in the realm of advertising (2016).

The AIDA model was first designed to comprehend the process of personal selling, but it was subsequently extended to include the realm of advertising. The proposed model suggests a direct and sequential progression of effects: advertising influences consumer behavior by first capturing their attention (cognitive stage), then generating interest and desire (affective stage), and last prompting action (cognitive stage) (Fennis & Stroebe, 2010). Over time, this model progresses and gives rise to new variants, such as AIDMA (Attention, Interest, Desire, Memory, Action), which focus more specifically on the consuming behavior model in the broadcasting industry (Ramadhani et al., 2019).

The earlier models, AIDA and AIDMA, have shown to be inadequate in the current internet age due to the fact that customers now do reference searches prior to making a decision (Pelawi& April, 2019). Ultimately, the AISAS model (attention, interest, search, action, share) has emerged as a consumer behavior model that was introduced by Dentsu in 2004. This concept originated as a result of the fast development of the internet on a worldwide scale. AISAS primarily focuses on the process of consuming products and services, with particular emphasis on the internet's influential role.   (Wirawan &Hapsari, 2016). Compared to its more practical predecessors, AIDA (Attention, Interest, Desire, and Memory), AISAS (Attention, Interest, Search, Action, and Sharing) is a distinct model. Because consumers first conducted a reference search in the internet era, it turned out that the AIDA models were not entirely applicable.

2.1.1 Literature Review of AISAS

Fumito (2009) was the first to strategically use the AISAS model to support measuring marketing activities (Jatnika, 2024). Other research Yuliati and Simanjuntak (2024) investigated consumer behaviour in the internet era using the AISAS model, explicitly analysing its effects on knowledge sharing regarding food waste. Xue, Shen, and Morrison (2021) conducted a study that analyzed the online activity of Taiwan's Nett Generation using Dentsu's AISAS model. This study addressed a hitherto unexplored aspect in the existing body of research by investigating the connections between different phases involved in the online purchase and consumption of

travel items and services (Xue, Shen, & Morrison, 2021). The study examined the use of the AISAS approach in a telemedicine advertising article and discovered that social media had a substantial impact on attention, curiosity, and search behavior. However, it did not have a significant effect on purchase intention. (Alhudha, 2022).

Another research applied the AISAS model to predict consumer behaviour at traditional textile exhibitions (Suhud et al, 2024). This research said that researching the AISAS model developed by Sugiyama and Andree (2011) offers several significant benefits. Firstly, exploring this model contributes to a deeper understanding of online consumer behaviour, providing valuable insights into the sequential stages of attention, interest, search, action, and share. By delving into the intricacies of each phase, researchers gain comprehensive knowledge about how individuals navigate and make decisions in the digital realm (Suhud et al, 2024)

The AISAS model is closely related to consumer decision-making, where consumers obtain information or give attention to a product so that they are interested in finding information related to the product (Sugiyama & Andree, 2010). Other research said that the model of (AISAS) helps consumers to find information about a product before making a purchase decision (Fannani& Najib, 2020). Li said in the paper that it can be concluded that users' sharing behaviors have a direct impact on consumers' decision-making behaviors (Li, 2023). Furthermore, Li stated that The AISAS model is used to establish a more complete relationship of the influence of user sharing behavior on consumer's decision-making behavior (Li, 2023).

AISAS Model AISAS (Attention, Interest, Search, Action, Share), is a consumption behavior model initiated by Sugiyama & Andree (2011). Sugiyama & Andree decided to leverage emerging internet, networking, and digital technologies to create a cutting-edge marketing plan and technique. Therefore, AISAS, The Dentsu Way—which employs cross-communication—was established.

 As a result of the increasing effect of Internet technology on consumer behavior, Dentsu saw that the manner in which customers acquire marketing information was being affected. They transitioned from being passive recipients of knowledge to actively pursuing it. Dentsu introduced the AISAS model as a means to more accurately define consumer behavior in the age of the Internet. Dentsu substituted the terms "desire" and "memory" in the AIDMA model with "search" and "share" because of their greater relevance to the Internet-savvy generations (Xiaoyi, 2023).

Dentsu, an advertising corporation, has adopted a new purchasing procedure called AISAS (attention, interest, search, action, share) as a result of advancements in internet technology. According to the idea, customers go through five stages: attention, interest, search, action, and share, sometimes abbreviated as A-I-S. The AISAS model is considered the most suitable framework for describing contemporary consumer behavior on the internet (Pelawi& Aprilia, 2019). AISAS primarily emphasizes the techniques of using goods and services, with the Internet playing a significant part in facilitating this process (Wirawan &Hapsari, 2016). The objective of AISAS is to depict the significant significance that the internet assumes in contemporary human lives. (Sugiyama & Andree, 2011). A description of each AISAS model stage is provided below

Currently, consumer behavior facilitates the rapid transmission of information. The advent of technology-driven social media enables customers to get comprehensive information about desired items or services over the internet, obviating the need to physically visit the retail shop. (Sasmita &Achmadi, 2022).This model emphasizes the influence of the Internet on people's lifestyles and purchasing behavior (Zhang & Tan, 2020). The measurement method through the AISAS model, developed by Dentsu, is a suitable approach for measuring consumer behavior in the digital environment under the influence of Digital Marketing activities (Desai, 2019). Wei & Lu confirmed that the AISAS model was developed specifically to address the requirements of the digital age. Its interactive character allows for a more comprehensive understanding of consumer behavior and activity on the Internet (Wei & Lu, 2013). The AISAS model is mostly used in online promotional operations (Nugraha& Zuhrah, n.d.). The Dentsu Way refers to the analysis and understanding of consumer behavior in the context of the internet and digital transformation age. (Sugiyama & Andree, 2011).

III. METHOD

This research utilizes the approach of descriptive content analysis. Descriptive content analysis is a method used to comprehensively depict the substance of written or printed messages and information in the media. This study adopts a qualitative research approach, utilizing a dual method for data collection comprising primary and secondary sources. Primary data was acquired through structured interviews conducted with internal stakeholders within the company, aimed at gaining firsthand insights and perspectives. Meanwhile, secondary data encompassed comprehensive observations of the company's social media platforms, analysis of social media activity reports, and review of pertinent literature and articles. By integrating these approaches, the research aims to provide a thorough analysis of Cipta Sarana Mandiri's social media marketing strategies on Instagram using the AISAS Model. Participants were approached conveniently using personal communication through WhatsApp, then met offline.

IV. RESULT

To obtain primary data for this research, the researchers conducted in-depth interviews with three key

internal informants who are directly involved in formulating and implementing the company's marketing communication strategies. The key informants included Mr. X, the Chief Executive Officer; Mr. Z, the Chief Technology Officer; and Ms. Y, the Head of the Marketing Department. These individuals provided valuable insights into the various social media marketing strategies the company has employed. All three interviewees unanimously agreed that social media is an effective tool for attracting potential buyers.

From the interviews, it was revealed that the company has experimented with different types of content across various social media platforms. On Facebook, the content that received the highest engagement was light-hearted quizzes, which appeal to the construction workers who make up a significant portion of the company's followers. These workers appreciate brief moments of entertainment and relaxation during their busy schedules. In contrast, LinkedIn has been a challenging platform for the company. Although it aligns well with their B2B (Business-to-Business) focus, the company is still in the process of identifying the most effective content strategies for this professional network. As of now, LinkedIn has received the least engagement from users.

YouTube, however, has proven to be the most effective social media platform for the company. The company has uploaded hundreds of tutorial videos, which have been viewed by thousands of users. These videos are particularly effective in addressing technical questions and providing detailed explanations, making YouTube an invaluable tool for customer education and engagement. On TikTok, the most popular content consists of visually appealing videos, such as those showing the mixing, pouring, and application of various colorful and textured flooring materials, accompanied by upbeat music. These satisfying flooring videos have garnered more attention than traditional tutorial or Q&A videos.

Instagram has emerged as a versatile and highly effective platform for the company. A wide range of content, from promotional materials to employee engagement posts, is well-received by followers. Instagram's ability to showcase diverse content types helps attract new job candidates and strengthen the loyalty of current employees. This versatility and effectiveness have led the company to focus its social media efforts primarily on Instagram.

Additionally, the company maintains a highly advanced website, which the researchers noted stands out compared to those of other contractor applicators in the industry. This well-designed and informative website further supports the company's marketing and customer engagement efforts, reinforcing its competitive edge in the market. Overall, the company's comprehensive and multi-faceted social media strategy reflects its commitment to leveraging digital platforms to enhance brand awareness and customer engagement.

Attention Analysis

Attention is the first stage in the AISAS model, referring to an individual's interest or attraction to information or content presented through instant messaging applications on mobile phones (Suhud& Allan, 2022). This stage aims to get more attention to a product from consumers. The target market must be introduced to a product. Nowadays, with the advent of the internet, there are a number of reasonably priced ways to introduce things, including online media, mailing lists, and e-mail (Sugiyama & Andree, 2011). It serves as the initial phase that triggers someone's interest, leading to further actions such as searching for information related to tourism activities through instant messaging applications (Rusli &Pradina, 2021).The information must be sufficiently engaging to capture the consumers' attention and break through the cognitive barriers of their everyday life (Wang, Liu, & Wang, 2021).

Cipta Sarana Mandiri has occasionally recruited talents for their content who embody a neat persona, either wearing suits or the distinctive safety attire typical of the construction industry. This strategy aims to capture the attention of customers. To date, the company has not yet recruited any key opinion leaders; however, they have created case studies featuring testimonials from companies satisfied with the epoxy and polyurethane flooring projects completed by Cipta Sarana Mandiri. Additionally, the company employs appealing and coherent design elements, colors, and images to attract potential customers. To measure the effectiveness of this content, the company utilizes Instagram's insight analytics. The challenge often faced is that construction-related content can be too heavy and technical, requiring Cipta Sarana Mandiri to translate it into more easily understandable content.

Interest Analysis

Interest is a process when potential customers begin to be interested in our products. During the interest stage, consumers move beyond initial awareness and demonstrate a genuine curiosity that may drive them to explore further (Kotler &Kartajaya, 2016). At this point, they show preliminary interest in the product or service and are willing to spend time understanding its features, functions, and advantages, laying the groundwork for their decision-making process (Wang, Liu, & Wang, 2021). Signifies the curiosity or engagement degree that a consumer demonstrates towards a particular product, service, or content (Marbach, Lages, Nunan, 2016). This interest might arise due to effective contact with customers. In the digital era, this inclination may also arise when customers are drawn to the information presented on the web platforms they utilize. (Sugiyama & Andree, 2011).

Cipta Sarana Mandiri's capacity to adjust pricing is restricted by SIKA, the principle, who sets both the lower and maximum price restrictions for their items. In order to entice prospective clients, Cipta Sarana Mandiri incorporates a hyperlink in their Instagram biography that leads visitors either to a consultation form or straight to their WhatsApp contact details. Previously, the firm provided their office phone number, but it was noted that a greater number of inquiries were received via text messages on WhatsApp rather than through phone calls. Cipta Sarana Mandiri assesses the level of interest by examining the amount of likes received on their created material.

Search Analysis

Customer search involves consumers' active exploration and gathering of information after expressing interest in a particular product or service (Vogt & Fesenmaier, 1998). In this stage, consumers move beyond initial curiosity, seeking detailed and relevant information to make informed decisions. Consumers characterise the search phase, utilising various online channels and resources to gather comprehensive insights about the product, service, or topic of interest (Ho, Lin, Chen, 1998). The ubiquity of the internet has transformed consumer decision-making habits. Once interested, consumers typically turn to the internet for active research (Wang, Liu, & Wang, 2021). They may enter keywords into search engines to find product reviews, visit official websites, read professional critiques, and compare features of different brands and models to gather more comprehensive and objective information to aid their purchasing decisions   (Wang, Liu, & Wang, 2021). Before making a choice, people will use search engines to attempt and obtain as much information as they can. Product reviews are easily accessible on the internet in a variety of formats, including blogs, YouTube, Facebook, Instagram, and Twitter. Businesses strategically address the customer search phase by optimising online content, ensuring accessibility of relevant information, and employing search engine optimisation (SEO) techniques. Providing clear and concise information during this stage is crucial for influencing consumer perceptions and facilitating a seamless transition towards subsequent actions. Search is the act of customers seeking to gather as much information as possible via a search engine prior to making a choice. (Sugiyama & Andree, 2011).

The company utilizes hashtags on Instagram to enhance discoverability by potential customers. In addition, Cipta Sarana Mandiri employs search engine optimization (SEO) techniques for articles on their website, strategically linking them to both Instagram and WhatsApp. This integration ensures that the company's digital presence is cohesive and easily accessible across multiple platforms. Furthermore, Cipta Sarana Mandiri regularly publishes articles in news outlets, focusing on the latest developments and trends in the flooring industry. These articles are carefully crafted to include links to their Instagram and WhatsApp accounts, thereby increasing engagement and facilitating direct communication with interested parties. This multifaceted approach not only improves the company's visibility but also strengthens its marketing communication strategy, making it easier for potential customers to connect and interact with the brand.

Action Analysis

Action is an action where real experience is created, where consumers already feel the product or service (Sugiyama & Andree, 2011). An action occurs when a customer buys a product or service, creates a genuine experience, and feels the product or service already(Sugiyama & Andree, 2011). Signifies the culmination of the consumer's journey from initial attention to a point where they actively engage in a desired behaviour (Dangi, Saini, Singh, 2021). In this section also, the process of direct interaction occurs between consumers and sellers. Giving customers the chance to purchase the product is the aim of this stage (Sugiyama & Andree, 2011). After gathering and evaluating information, consumers make purchasing decisions based on their needs, budget, and other considerations, entering the „action" phase This stage involves not only purchasing but also actions like registering for an account, downloading apps, scheduling test drives, or applying for trials, all of which are steps toward converting into actual user behaviors (Wang, Liu, & Wang, 2021). This behaviour can encompass various actions, such as purchasing, signing up for a service, or participating in online activities associated with the product or service of interest (Emerson, 2020).

Cipta Sarana Mandiri implements several strategies to encourage potential buyers to take action. One of these strategies includes offering discounts, which serve as an incentive for customers to make a purchase. Additionally, the company provides downloadable PDF links on its social media platforms, which contain comprehensive educational materials and detailed company profiles. These resources are designed to inform potential customers about the company's services and expertise, thereby building trust and interest.
Furthermore, Cipta Sarana Mandiri offers free mock-ups to prospective customers who show a strong interest in their services. The company creates a mock-up at the potential project site, where they complete a small section of the flooring. This allows customers to see firsthand the quality and craftsmanship of Cipta Sarana Mandiri's work. The company believes that by showcasing their capabilities in this manner, they can effectively demonstrate their value and convince potential clients to proceed with the full project. These combined efforts aim to enhance customer engagement and facilitate the decision-making process.

Share Analysis

Share is the outcome that arises when customers feel completely satisfied with their interactions with the brand or product.They then use online media to tell others about their experiences. Following a purchase or experience, consumers in the internet age are more inclined to share their experiences, insights, and product evaluations through various online media such as social networks, blogs, forums, and video sites (Wang, Liu, & Wang, 2021). The objective of this phase is to incentivize customers to provide high-quality information on the items they use. (Sugiyama & Andree, 2011). This stage aims to motivate customers to submit accurate information about the goods they use. This sharing not only helps in building and promoting the brand image but also generates word-of-mouth effects, directly influencing the purchase decisions of other potential consumers and completing a cycle of consumer experience (Wang, Liu, & Wang, 2021).

Cipta Sarana Mandiri conducts customer satisfaction surveys to ensure that clients are pleased with the services provided and would recommend them to other potential clients. These surveys are a critical tool for gathering feedback on various aspects of their service, allowing the company to make continuous improvements and maintain high standards of customer satisfaction.

In addition to surveys, Cipta Sarana Mandiri actively engages with its audience on Instagram by enabling comment and share options on their posts. This approach not only increases the visibility of their content but also facilitates easy sharing by customers, thereby amplifying their reach and engagement on social media. By encouraging customers to interact and share their experiences, the company leverages the power of word-of-mouth marketing in the digital space.

Furthermore, Cipta Sarana Mandiri invites customers to leave testimonials on Google Reviews. This strategy helps in building a credible online reputation, as positive reviews and high ratings can significantly influence the decision-making process of potential clients. The combination of customer satisfaction surveys, interactive social media practices, and the collection of online testimonials ensures that Cipta Sarana Mandiri remains responsive to customer needs and enhances its market presence through reliable and authentic customer feedback.

V. CONCLUSION

The AISAS model has proven instrumental in guiding Cipta Sarana Mandiri's social media marketing strategy, effectively aligning their efforts with consumer behavior stages from initial attention to eventual advocacy. By leveraging digital platforms strategically, the company has enhanced brand visibility, customer engagement, and market competitiveness in the construction industry.

Recommendations

Building on the successful application of the AISAS model, the following recommendations are proposed to further optimize Cipta Sarana Mandiri's social media marketing efforts:

1. Enhance LinkedIn Engagement: Develop targeted content strategies for LinkedIn to better resonate with professional audiences in the construction sector, focusing on thought leadership and industry insights.
2. Expand Educational Content on YouTube: Increase the production of technical tutorial videos on YouTube to address specific customer queries and showcase Cipta Sarana Mandiri's expertise in flooring solutions.
3. Optimize SEO and Content Integration: Further enhance SEO practices across platforms to improve visibility and accessibility of Cipta Sarana Mandiri's content, ensuring seamless user experience and engagement.
4. Incentivize Sharing and Testimonials: Implement incentives for customers to share positive experiences and testimonials on social media, enhancing brand credibility and influencing potential clients' decision-making processes.
5. Monitor and Adapt: Continuously monitor social media analytics and customer feedback to adapt strategies in real-time, ensuring relevance and responsiveness to evolving consumer preferences and market dynamics.

By implementing these ideas, Cipta Sarana Mandiri will be able to enhance its digital presence, foster stronger customer connections, and achieve continuous development in the highly competitive construction sector.

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