
Effectiveness of #FeelThePower Campaign Message on the Followers of Azarine Cosmetic's Instagram Account

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ABSTRACT

Effectiveness can be interpreted as the result or influence arising from a communication process, namely attitudes, behavior, and responses from a communicant, whether desired or not. This research aims to determine the effectiveness of the #FeelThePower campaign message for Azarine's cosmetic Instagram followers. The campaign aims to make customers feel the power that comes from Azarine's ingredients and inner strength to stay confident and always give the best for themselves. This campaign is carried out by launching new products and collaborating with Disney and Marvel. Effectiveness is measured using the AIDA indicators (Attention, Interest, Desire, Action). Data was collected by distributing questionnaires to 100 respondents using a purposive sampling. Based on the descriptive statistical calculation, the message of the #FeelThePower campaign is effective on the follower of Azarine Cosmetic's Instagram. Among the four indicators, the attention stage has the highest average, which means that the respondent's attention to the campaign message is the highest compared to other indicators, followed by action. On the contrary, interest and desire gradually decreased lower than attention and desire for several reasons.

Keywords: *message effectiveness; marketing communication; Azarine cosmetic*

INTRODUCTION

Following the stimulus-response theory, the communication process related to changes in attitude is the 'how' aspect. In this case, namely, how to communicate and change the attitude. In the process of changing attitudes, it appears that attitude can change if the stimulus that hits exceeds the original. The SOR communication model has three important elements: message or stimulus, communicant, and effect (Effendy, 2003). This theory explains that communication is a very simple action-reaction process and assumes that verbal words (oral and written), nonverbal cues, pictures, and certain actions will stimulate others to

respond in a certain way. This process can be reciprocal and has many effects. Each effect can change the next communication act. This SOR theory can occur positively and negatively (Mulyana, 2014).

Public Relations, or interpreted as the development of strategic relations and the management process, is an instrumental resource for a company's progress where the role of PR is understood as increasing effectiveness in achieving strategic goals aimed at identifying and changing power relations. The role of PR is also divided into several activities, such as media relations, content creation and distribution, crisis management, events and sponsorships, employee communication, community relations, and influencer partnerships (Cutlip & Broom, 2009; Scott, 2017). The corporate values will affect how a Public Relations officer creates and distributes content to the public. The type of corporate content could be a campaign about a corporate product, one of which is designed by the marketing communication division. Marketing communication is the process of planning, implementing, and evaluating programs that will increase consumer buying interest and are tasked with managing the messages and media used to communicate with the market (Shimp, 2003). One of the activities carried out for marketing communications is a campaign. In communication campaign activities, there are several important things, namely campaign actions aimed at creating certain effects, a large number of target audiences, concentrated in a certain time, and through a series of organized communications (Venus, 2009). There are three types of campaigns: product-oriented, candidate-oriented, and ideologically or caused-oriented. Here we want to measure the effectiveness of the message of a socially caused and product-oriented campaign.⁵⁹

In 2020, the pandemic that hit Indonesia had various effects on various industries, one of which was the cosmetics industry. As a result of activity restrictions and social interaction, consumers prefer personal or skin care products. Apart from that, having a beautiful face is also the desire of almost all women. Many women use various skin care products to have healthy, fresh, and beautiful skin. Azarine Cosmetics comes with various skin care products that use high-quality natural ingredients. A local brand founded in 2002 issued a variety of products, such as toners, serums, and treatments formulated to address facial skin problems. Azarine's concern for facial skin problems is shown by holding a campaign titled #FeelThePower. This campaign was carried out in collaboration with Disney Marvel and released 12 serum products with different benefits. Through this campaign, the #FeelThePower hashtag aims to so that customers can feel the strength from the ingredients Azarine and the strength from within themselves to remain confident and always give their best.

Irene Yenawan conducted a previous study regarding the effectiveness of messages, majoring in Communication Studies at Petra Christian University, with the title "Effectiveness of messages the YouTube BCA clan 'what's so hard about, open an account at BCA mobile.". In addition, a similar study was also conducted by Sri Widati from the

Tobacco Control Support Center East Java titled "Effectiveness of smoking danger messages on cigarette packs on people's smoking behavior." And another study entitled "the effectiveness of public service advertisements on Television" by Sri Hastuti from the University of Riau. All the previous research measures the effectiveness of various brand messages, while this research measures the message of a collaborative brand, Azarine, and Marvel. We use the same data collection method as previous research with a survey. So, the research question is "FeelThePower" campaign message on Instagram effective on the followers of Azarine Cosmetic."

LITERATURE REVIEW

Marketing Communication

Marketing communication is a way companies or organizations use to provide information, persuasion, and reminders to consumers about products or brands that are sold indirectly or directly (Kotler & Keller, 2009). The other understanding of marketing communication is a communication activity carried out to achieve marketing goals (Soemanegara, 2006). The task of marketing communication practitioners is to increase the role of communication in carrying out the company's marketing process, travel marketing media, communicate marketing media, and promote products from the company (Belch, 2004). Meanwhile, according to Kayode (2014), marketing communications are targeted interactions with customers and prospects using one or more media, such as direct email, newspapers and magazines, television, radio, billboards, telemarketing, and the Internet. Marketing communication is part of the marketing mix. The marketing mix defines the 4Ps: place, price, product, and promotion. Promotion is the essence of marketing communications.

What all elements of the promotional mix have in common is that their function is to communicate. Marketing communication designs messages to the public with the consideration of several things. First, define the target audience. This involves identifying the audience's demographics, interests, needs, and behaviors and using this information to tailor the message accordingly. Second, determining the message objective. The objective may include increasing brand awareness, generating leads, promoting a new product, or building customer loyalty.

Third, developing the message strategy. Once the target audience and objective are defined, the message strategy can be developed. The strategy involves creating a compelling, relevant message that resonates with the target audience. Fourth, choosing the communication channels. This may include social media, email, direct mail, print ads, television or radio ads, or other channels. Fifth, creating the message: The message is then created using language and visuals that are engaging, persuasive, and memorable. This process may involve working with copywriters, graphic designers, or other creative professionals. Sixth, testing the message before launching it is important to ensure that it resonates with the target audience and achieves the desired objective. The testing may involve focus groups, surveys, or other forms of market research. Seventh, launching the

message through the chosen communication channels and its effectiveness is measured and analyzed. Evaluating the effectiveness of a message from marketing communication is important to determine whether it is achieving its intended purpose. Measuring audience response is one way to evaluate a message is to measure the response of the target audience. This can be done through metrics such as click-through rates, conversion rates, engagement rates, or survey responses. By evaluating a message from marketing communication using these methods, businesses can determine whether their message is effective and make adjustments to improve results.

Effectiveness in Hierarchy of Effect

Effectiveness is a measure that states how far the target (quality, quantity, time) has been achieved. Effective communication can be defined as the exchange of information between individuals or groups that achieves a desired outcome or goal (Adair, 2011). The communication is considered effective if it successfully conveys the intended message to the recipient, and the recipient understands and interprets the message as intended. Effective communication involves transmitting a message and ensuring that it is received and understood by the intended audience. This requires clear and concise language, appropriate tone and delivery, and consideration of the audience's background and knowledge. Effective communication can occur in various forms, including verbal, written, or visual. It can be used in various contexts, such as interpersonal relationships, business, education, and public speaking. Effective communication can help build trust, improve relationships, and achieve goals and objectives. Concerning the stimulus-organism-response (SOR) model theory, effectiveness is seen as a communication response because the message conveyed is the starting point for changes in thinking, attitudes, or behaviors (Winangsih et al., 2004). Stimulus-Organism-Response (SOR) is a theoretical model used to explain how individuals respond to environmental stimuli (Bosah et al., 2022).

The SOR model suggests that human behavior is influenced by external stimuli and internal processes, which are then translated into a behavioral response. In the SOR model, the stimulus is any external factor affecting an individual's behavior, such as a product, service, or message. The organism refers to the individual's internal state, which includes psychological, cognitive, and physiological factors that can influence how they respond to the stimulus. The response is the behavioral reaction that occurs due to the stimulus and the individual's internal state. The SOR model can be applied to various contexts, such as consumer behavior, advertising, and psychology. It provides a useful framework for understanding how external stimuli and internal processes influence human behavior and can be used to develop more effective communication strategies and marketing campaigns. In general, communication is considered effective if the message conveyed by the communicator is the same as the message received and understood by the communicant. In marketing communications, it is necessary to formulate the goals to be achieved from the marketing communication process that will be carried out. Therefore, measuring how the

message is delivered is important to find out the effectiveness of a message. This study uses the hierarchy of effect model to measure message delivery effectiveness.

One of the models includes measuring the public attention, interest, desire, and prediction of action (AIDA) to the product (Barker and Angelopulo, 2005). The first stage is to capture the attention of the potential customer. This can be done through various marketing communications channels such as advertising, social media, content marketing, or email marketing. The goal is to create awareness of the product or service being offered. Attention means that a message must generate good consumer attention in the form and media delivered. Secondly, interest means that the message conveyed creates a feeling of curiosity, a desire to observe, and a feeling of wanting to hear and see carefully or in detail. This condition often happens because the audience gets or sees something unique. Once the potential customer's attention is captured, the next stage is to generate interest in the product or service. This can be done by highlighting the unique features, benefits, and advantages of the product or service. The goal is to persuade the potential customer that the product or service is worth further consideration. The third stage is to stimulate desire or a desire to own or use the product or service. The stimulation can be achieved by appealing to the customer's emotions, providing testimonials or reviews from satisfied customers, or demonstrating the product or service in action. The goal is to create a strong desire to own or use the product or service. Desire is associated with the motive or motivation of consumers to purchase or use a product. These motives are divided into two: rational motives, which consider consumers the advantages or disadvantages obtained, and emotional motives, where product purchases occur due to existing emotions.

The final stage is to motivate the potential customer to take action, usually by making a purchase. The stage can be achieved by providing clear and compelling calls to action, such as "Buy Now" or "Sign Up Today." The goal is to convert the potential customer into an actual customer. The action occurs when there is a strong desire from consumers to buy or not a product offered; in this case, it is also known as the decision-making process. The AIDA measurement method (Attention, Interest, Desire, Action) is a message that must receive attention, attract interest, and take action. Overall, the effectiveness of communication using the AIDA model can be evaluated based on the degree to which the message captures the audience's attention, generates interest and desire for the product or service, and ultimately leads to the desired action. By carefully crafting messages that address each stage of the AIDA model, corporate can create effective communications that increase message effectiveness.

Marketing Communication Campaign

A communication campaign is a strategic communication activity with the specific public for a certain time to achieve a specific objective (Sepstrup and Fruensgaard, 2010). The campaign serves a specific purpose, for example, a marketing communication campaign. The objectives of marketing communication activity are tangled with a product campaign,

which employs the hierarchy of effect to persuade the public in the level of awareness to action (Rossiter, Percy, Bergkvist, 2018). A profitable company needs to do product campaigns. A product campaign effectively introduces a new product to the market or promotes an existing one to a wider audience. It can help increase brand awareness, generate buzz, and attract new customers (Alamsyah, Othman, and Mohammed, 2020). Awareness will create public interest and curiosity about a product, creating a desire to learn more or try it themselves. Campaigns can showcase the benefits of a product and how it can solve a problem or meet a need of consumers. This can help persuade consumers to consider purchasing the product. In the end, the campaign helps the brand build public loyalty. A successful product campaign can help build brand loyalty by creating a positive perception of the product and the brand in consumers' minds.

METHODOLOGY

Research Conceptualization

The research method used is the survey method. The survey method is a research method aimed at many individuals or groups. With the survey method, the description of certain characteristics of a population can be done by taking several individuals as samples that can represent attitudes. This type of research uses a descriptive quantitative approach. Descriptive research is research that provides a clearer picture of social situations. This research is also intended to explore and clarify a phenomenon or social reality by describing many variables related to the problem and the unit of interest (Mulyadi, 2011).

This method used a tool in the form of a questionnaire. The questionnaire contains questions or statements related to the formulation of the problem in this study. The validity of the questionnaire is measured by Pearson Correlation (DeVellis, 2016). Pearson correlation is a statistical method used to measure the strength and direction of the linear relationship between two variables. It is often used in research to examine the validity of questionnaires. To measure the validity of a questionnaire using Pearson correlation, researchers compare the scores on the questionnaire to scores on a related measure known to be valid. This related measure is often referred to as the criterion measure. The scores on the questionnaire are then correlated with the scores on the criterion measure using Pearson correlation. The resulting correlation coefficient (r) can range from -1.00 to +1.00, with values closer to +1.00 indicating a strong positive relationship and values closer to -1.00 indicating a strong negative relationship. A correlation coefficient of 0 indicates no relationship between the two variables. A high correlation coefficient between the scores on the questionnaire and the scores on the criterion measure indicates that the questionnaire has good validity. This suggests that the questionnaire measures the construct it intends to measure. However, it is important to note that a high correlation coefficient does not necessarily mean that the

questionnaire measures the construct perfectly. Other factors, such as measurement error, response bias, or random variability, can also affect the results.

In summary, the Pearson correlation can be used to measure the validity of a questionnaire by comparing its scores to a related criterion measure. A high correlation coefficient suggests the questionnaire has good validity, but other factors must also be considered when interpreting the results. The reliability of the questionnaire is measured by Cronbach's Alpha (Tavakol and Dennick, 2011). Cronbach's alpha is a commonly used method for measuring the internal consistency reliability of a questionnaire. It is a statistical measure of how well the items in a questionnaire or scale are related to each other. Therefore, it is used to assess the degree to which items in a questionnaire measure the same underlying construct. Cronbach's alpha ranges from 0 to 1, where a higher value indicates greater internal consistency among the items in the questionnaire. Generally, values of Cronbach's alpha above 0.7 are considered acceptable for research purposes, while values above 0.8 are considered good, and values above 0.9 are considered excellent. The next step is to calculate the questionnaire's Cronbach's alpha, with scores on each item in the questionnaire being summed. The correlation of each item with the total score is calculated. The average of these correlations is then used to estimate the internal consistency of the questionnaire. While Cronbach's alpha is a widely used method for measuring the reliability of a questionnaire, it is important to note that it is not without its limitations. For example, it assumes that all the items in the questionnaire measure the same underlying construct, and it may not be appropriate for scales with only a few items.

In summary, Cronbach's alpha is a commonly used method for measuring the internal consistency reliability of a questionnaire. It ranges from 0 to 1, with higher values indicating greater internal consistency. However, it is important to consider the limitations of this method when interpreting the results. Both validity and reliability are calculated by SPSS 23. The error of statistical calculation is decided to be 10%.

Research subject

The subjects of this study were followers of Instagram Azarine cosmetics who were female and aged 18-50 years. The population is all followers of the Instagram account @Azarinecosmeticofficial totaling 606,000. The number of samples from this population is known using the Yamane formula, and the result is 100 samples. In this study, the sampling technique used was purposive sampling. According to Usman and Akbar (2008), purposive sampling is a technique used to select sample members who are specifically selected based on their research objectives.

Data Collection

In this study, the researcher collected data by distributing questionnaires via Google form to 100 cosmetic Azarine Instagram account followers to find out whether the message of the #FeelThePower campaign was effective. The questions in the questionnaire were formed according to AIDA indicators (attention, interest, desire, action). This study used descriptive statistical analysis, and each question in the questionnaire was measured using a Likert scale with a score of 1 to 5.

RESULTS AND DISCUSSION

As detailed in Table 2 and 3, the validity and reliability show the appropriate value of all questionnaire statements to be analyzed to answer the research question.

The Likert Scale measurement used in the questionnaire has answered 1 to 5 with descriptions: 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly agree). Answers with a score of 1 to 5 given by respondents were categorized into 2, namely effective and ineffective.

The Mean category of the Interval Scale is:

$1.00 \leq a \leq 3.00$ = Ineffective

$3.01 \leq a \leq 5.00$ = Effective

The results of the overall calculation on descriptive statistics are:

Table 1. Total Means of AIDA Indicators

Indicator	score
<i>Attention</i>	4.47
<i>Interest</i>	4.46
<i>desire</i>	4.37
<i>action</i>	4.42
Average	4.43

From the results of the average values in the table above, it can be seen that the average value for each indicator is at $3.01 \leq a \leq 5.00$ where the attention indicator has a total mean of 4.47, interest 4.46, desire 4.37, and action 4.42. Therefore, the total mean of all AIDA indicators is 4.43, which means that the average respondent's answer is effective.

Table 2. The Validity of the Questionnaire

Statements	Pearson Correlation's	r table	Status
A1	0,812	0,361	Valid
A2	0,661	0,361	Valid
A3	0,607	0,361	Valid
A4	0,759	0,361	Valid
A5	0,774	0,361	Valid
A6	0,669	0,361	Valid
A7	0,718	0,361	Valid
A8	0,738	0,361	Valid
A9	0,569	0,361	Valid
I1	0,810	0,361	Valid
I2	0,821	0,361	Valid
I3	0,804	0,361	Valid
I4	0,859	0,361	Valid
I5	0,885	0,361	Valid
I6	0,808	0,361	Valid
D1	0,830	0,361	Valid
D2	0,803	0,361	Valid
D3	0,783	0,361	Valid
D4	0,841	0,361	Valid
D5	0,778	0,361	Valid
D6	0,879	0,361	Valid
D7	0,882	0,361	Valid
D8	0,862	0,361	Valid
AC1	0,881	0,361	Valid
AC2	0,913	0,361	Valid
AC3	0,781	0,361	Valid
AC4	0,723	0,361	Valid
AC5	0,778	0,361	Valid
AC6	0,758	0,361	Valid
AC7	0,796	0,361	Valid

Table 3. The Reliability of the Questionnaire Statements

Cronbach's Alpha	N of Items
0.978	30

Analysis and Interpretation

The total mean table above shows the effectiveness of the message, even though the numbers from attention to desire indicators have decreased but not drastically. An effective message in a campaign should possess certain characteristics that will help it to resonate with the target audience and achieve the desired outcome. There are several reasons a message remains effective. First, the messages are clear and concise (Carrol and Back, 2014). The message should be easy to understand and communicate the key message straightforwardly. It should avoid using technical jargon or complicated language that may confuse the audience. Second, memorable (Klemanski, Dulio, and Switalski, 2015). The message should be memorable and catchy so it stays in the minds of the audience long after they have seen or heard it. A well-crafted tagline or slogan can be an effective way to achieve this.

Third, the message should be relevant to the target audience and address their needs, wants, and pain points (Neely, Steward, and Lee, 2021). The message creation requires understanding the audience's demographics, interests, and motivations. Fourth, the message should evoke emotions that are aligned with the campaign's goals (Austin and Pinkleton, 2006). For instance, if the campaign is about raising awareness about a social cause, the message should appeal to the audience's sense of empathy and social responsibility. Fifth, the message should include a clear call to action that encourages the audience to take the desired action (Rose, 2012). This could be anything from signing a petition to donating to a cause. In the end, the message should be consistent across all channels, including social media, print media, and outdoor advertising (Jobber and Elli, 2023). This helps to reinforce the message and increase its impact. The message that we explored here was constructed as contemporary simple, and easy to understand, using several communication channels and consistently published on social media for some time.

The average score of attention items is high (4.47). Attention is critical in product campaigns as it is the first step in the marketing funnel (Juska, 2021). If a product does not capture the target audience's attention, it is unlikely to generate interest or lead to a sale. A product message should emphasize product differentiation compared to others. The product campaign highlights the product's unique features and benefits to capture the target audience's attention and differentiate it from other products in the market. On the stage of attention, the public should recognize the brand easily. When a product campaign captures the target audience's attention, it helps increase brand awareness and recognition. That is why Azarine Cosmetic makes an easy message of its product to reach the public attention toward the brand. The corporate should keep the public attention on the message. An attention-grabbing campaign that highlights the product's benefits and unique features can help ensure that the target audience remembers the message and associates it with the brand. The message should remain for a certain time to engage the target audience's attention and encourage them to interact with the product campaign. Engaging campaigns can include interactive elements such as social media polls, contests, or surveys that capture the target audience's attention and encourage them to interact with the brand.

At the attention stage towards the interest stage, there was a decrease from 4.47 to 4.46. This shows that a few respondents were uninterested in the message of the #FeelThePower campaign on Instagram Azarine Cosmetic. Cosmetics still has a great chance to successfully deliver the message because the number of public interest is more than 50%, but we should be aware of the rest. The public may pay attention to a message but will stop to follow because of the lack of relevance, clarity, novelty, and trust (Austin and Pinkleton, 2015) and the massive number of digital information (Pasquet, 2020). If the message is irrelevant to the target audience, they may pay attention to it briefly but not be interested in knowing more about it. Therefore, it is essential to ensure that the message is tailored to the interests and needs of the target audience to generate interest and engagement. Clear and concise messaging is essential to ensure that the target audience understands the message and is interested in learning more. Then, ensuring that the message is fresh, innovative, and offers a unique perspective to generate interest and engagement is essential. The hesitation toward online products could be why the public is untrusted by the message. Establishing trust and credibility with the target audience is essential to ensure they are willing to engage with the message. In today's digital age, people are bombarded with messages and information from various sources. If the target audience is overwhelmed with information, they may briefly pay attention to the message but not be interested in learning more. Therefore, it is essential to ensure that the message stands out and captures the target audience's attention in a crowded information landscape.

Furthermore, in the third stage, namely desire, the total mean number decreased to 4.37, which means a decrease of 0.09. Desire is linked to the motive to explore the product message. There are three types of motives, rational, emotional, and social (Lantos, 2015). Rational Motives are based on logical reasoning and practical considerations such as functionality, convenience, and cost-effectiveness. For example, a person may desire to buy a car with good gas mileage and low maintenance costs because it makes financial sense. Conversely, emotional motives are based on feelings and emotions such as pleasure, excitement, interest, and happiness. For example, a person may desire to buy a luxury item like a designer handbag because it makes them feel good about themselves. Finally, social motives are based on social interactions and relationships, such as status, recognition, and affiliation. For example, a person may desire to buy a product associated with a particular group or brand to enhance their social status or affiliation. Respondents' desire toward Azarine messages is the lowest among the other indicator of the hierarchy of effect. A few respondents are not interested or want to know more about the message. So, the motive could be social from friends or peers influence more than the emotional or rational motive. This can be the next research to ensure the exact motives of the respondents about this brand.

In the end, the score results of public action are higher than the public's desire. It normally happens in digital consumer behavior (Abril and Tobon, 2022) for several reasons. First, social pressure can be a significant motivator for people to buy undesired products. This could include peer pressure on social media, social norms, or cultural expectations. Second, impulse buying can also lead people to buy undesired products. When people make impulsive

purchases, they may not have a clear idea of what they need or want and may buy something they don't need. Third, people may buy undesired products because they have limited options. For example, if a particular product is unavailable or out of stock, people may buy a similar product they do not want. Fourth, the public is looking for a bargain. They may buy a product they do not necessarily need or want simply because it is on sale or offered at a discounted price. Lastly, emotional factors, such as stress, boredom, or happiness, can lead people to buy undesired products. When people are in a certain emotional state, they may make purchasing decisions that are not rational or based on their actual needs or wants.

Azarine products were sold through social media at first, then in several beauty or drug stores. This brand does not have an offline store. Social media is crucial for pursuing the public and leading them into action. Social media platforms such as Facebook, Instagram, Twitter, and Pinterest provide a great opportunity for brands to promote their products, engage with customers, and build a loyal following. Other than advantages, there are challenges with using social media as the main channel to do product campaigns. Social media is crowded, with millions of posts and ads vying for users' attention. Brands need to create attention-grabbing campaigns that are relevant to their target audience to stand out from the crowd.

Furthermore, social media algorithms have become more sophisticated in recent years, making it harder for brands to see their followers' content. Brands need to ensure that their campaigns are optimized for each platform's algorithm to increase reach and engagement. Azarine should consider using a cross-channel platform to maximize the effect of the message of its product campaign. We cannot deny that massive online advertisements could cause ad fatigue for the public. Social media users are exposed to numerous ads every day, which can lead to ad fatigue. Brands need to create creative, engaging campaigns that offer value to their audience to avoid being perceived as spammy. This can be the reason for the decreasing interest items score of Azarine's message compared to the attention score. The public knows the product, but the flood of ads grinds their interest to learn more.

Moreover, the increasing focus on data privacy and security makes users more cautious about sharing their personal information online. Brands must ensure that their campaigns are transparent and respect users' privacy to build trust and credibility. Social media platforms constantly evolve, with new features, formats, and trends emerging regularly. Brands must stay up-to-date with the latest changes and adapt their campaigns accordingly to remain relevant and effective. The public is more critical in giving likes/shares/comments because of the platform surveillance of people's behavior inside the digital world. It is uncomfortable to be stalked by a social media platform and then receive personal chats about advertisements through direct messages. Lastly, measuring the ROI of social media campaigns can be challenging, as it can be difficult to track conversions and attribute them to specific campaigns. Brands must use the right metrics and tools to track their campaign's success and make data-driven decisions. Therefore, we survey the public directly about their

attention, interest, desire, and response prediction toward the message from the product campaign.

CONCLUSION

This research was conducted to examine the effectiveness of the #FeelThePower campaign message on Instagram Azarine cosmetics and use the AIDA effectiveness measurement tool (Attention, Interest, Desire, Action). In research, the message of the #FeelThePower campaign is a product-oriented campaign and ideologically or cause-oriented campaign. The results show that the attention indicator obtained a total average score of 4.47. The second indicator of interest obtains a total average value of 4.46. The third indicator, desire, obtains a total average value of 4.37. Then the last indicator, namely prediction of action, obtains a total average value of 4.42. The results obtained from this study are that all indicators of AIDA show the effectiveness of the message on the product campaign, in the range between 3.01-5.00. According to the result of this research, the public's response decreased gradually from the item of attention, interest, and desire but increased to the item of action. This result could mean there is another push factor of action outside of the message in social media. So, there are more than messages of the product that could be the factor of call-to-action. This can be a chance to pursue further research to clarify the factor of the call to action of this brand.

Research Limitation

This research result shows the effectiveness of the message on the product campaign Azarine. This is a good sign of successful strategic communication making. However, the survey as a data collection method has several limitations in unwrapping the whole truth behind the effect of the message on the product campaign. One limitation of survey research in marketing communication is that it relies on self-reported data, which may be subject to biases or inaccuracies. As a result, respondents may not always provide truthful or complete responses, or they may misunderstand or misinterpret the questions.

Additionally, surveys may have low response rates, which can affect the sample's representativeness and limit the findings' generalizability. Another limitation is the potential for survey fatigue. With the prevalence of online surveys, respondents may receive numerous survey requests, leading to a decline in participation rates or less thoughtful responses. This situation can affect the data quality and limit the insights gained from the survey. Finally, survey research may be limited in capturing non-verbal or implicit communication. Marketing communication often involves non-verbal cues such as facial expressions, body language, or tone of voice, which may not be captured in a survey.

Additionally, implicit biases or attitudes may be difficult to measure through survey questions alone and may require other research methods, such as observational studies or

experiments. So, we propose that another researcher do deeper data probing with another method. Observational studies, focus groups, experimental research, content analysis, or ethnographic research could lead to a new perspective on the phenomenon of the hierarchy of effects of product campaigns. Several methods result will supply the campaign maker with more data to produce a better product campaign strategy. Thus, the brand will gain more benefits in the future.

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