

# **The Effectiveness of the Itik Land Pop Up Store Advertising Message to Instagram Followers @myyellowduckling**

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## **ABSTRACT**

My Yellow Duckling is a local brand that sells duck-themed merchandise. This brand started its business in 2019 and comes from the city of Surabaya. Starting with a drawing hobby from the owner of My Yellow Duckling, it led her to start transforming her draw into a product with selling value. She sells duck-themed merchandise, such as dolls, sticker, keychain, enamel pin, pouch, headband, and so on. My Yellow Duckling sells their product online via Shopee marketplace and offline by open a pop-up store in collaboration with the event market in Surabaya. In January 2024, My Yellow Duckling for the first time opened a pop-up store independently in Malang under the name Itik Land. To advertise their event, they use Instagram for share the message to consumer. This study uses SOR theory to determine the effectiveness of advertising messages to the audience. Advertising messages delivered will be measured effectively using AISAS models with 5 indicator, Attention, Interest, Search, Action, and Share. This type of research is descriptive with a quantitative approach. The study took data using an online questionnaire against 100 respondents using non-probability sampling techniques. The results of this study showed that messages of pop-up ads on Instagram followers @myyellowduckling proved effective with the highest average score at the attention level.

**Keywords:** AISAS; *advertising message; effectiveness; social media; instagram*

## **INTRODUCTION**

Every human being cannot be separated from the need to communicate with others. Communication can be defined as the process of transmitting, receiving, and processing information conveyed by the communicator to the communicant (Clow & Baack, 2010). There are many communication theories proposed by experts, one of which is the S-O-R (Stimulus-Organism-Response) theory proposed by Hovland. Stimulus is the message conveyed by the communicant. The organism is the communicant, the person who conveys the message. Response is the attitude given by the communicator when receiving the message from the communicant.

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Effectiveness is the stage of success that has been achieved accurately and quickly in accordance with predetermined goals (Widiawati & Jamaludin, 2023). In the field of communication, communication is said to be effective if the message conveyed by the communicator is able to produce the desired effects or changes by the communicator, such as changes in knowledge, attitudes, and behavior (Wiryanto, 2010). The use of media in conveying messages becomes an important factor in knowing and measuring the effectiveness of messages. The message delivery process is also one of the processes in marketing public relations activities. Marketing Public Relations is the practice of traditional mass media, electronic media, or individuals to communicate about their company or products with the aim of increasing, maintaining, or protecting their sales and image (Giannini, 2010). As a marketing public relations communicator, it is necessary to use strategies in communicating their messages. One of the activities carried out by marketing public relations to communicate messages is marketing communication.

Marketing Communications is the means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell (Kotler & Keller, 2006). Kotler explains that there are several mixes in marketing communication to communicate a brand, namely advertising, sales promotion, events and experiences, public relations and news, personal selling, and direct marketing (Kotler & Keller, 2006). Communicating a brand can be done in more than one way. Integrated marketing communications is the integration of all marketing communication tools, avenues, and sources used by a company to provide the maximum impact or effect on the audience and other stakeholders by minimizing expenses (Clow & Baack, 2010). Currently, many business actors are competing to convey their messages precisely to consumers. Message delivery by business actors is done by creating advertisements for consumers using a medium. According to Tjiptono (2005), advertising is an indirect form of communication based on information about the advantages of a product that is arranged in such a way as to create a sense of pleasure that will change someone's mind to make a purchase. The purpose of making advertisements is in line with the sales promotion goals carried out by business actors.

One of the businesses that many Indonesian people are engaged in is the retail business, where this business includes activities involving the sale of goods or services directly to consumers for personal use and not for business (Hasbullah et al., 2023). Retail is the final stage in the distribution of goods or services (Purvis, 2019). In this research, the researcher uses a local Indonesian retail merchandise business. Merchandise refers to items used by companies to promote their products with media (Pratama & Nisa, 2023). Generally, the items used as merchandise include pins, bracelets, stickers, keychains, and others. Merchandise serves as a branding medium and increases brand awareness because each item contains the logo or identity of the brand.

Based on the researcher's observations, there are quite a lot of merchandise businesses in Indonesia, especially in Jakarta and Surabaya, as major cities in Indonesia. The merchandise businesses found by the researcher are those that sell illustrations created by the business

owners, packaged in various types of merchandise. My Yellow Duckling is a merchandise business that has a uniqueness compared to other businesses. This merchandise business sells various types of merchandise with a duck theme, packaged in the form of dolls, stickers, keychains, pins, body care, and many more. My Yellow Duckling also consistently uses duck characters with various costume variations and expressions.

In promoting their business, retail business actors also need to use effective communication strategies to convey messages in accordance with the target customers. Currently, information can be easily accessed using the internet, one of which is social media. Data from the Central Statistics Agency (BPS) 2023 shows that Indonesia has a total population of 278.3 million, with 60.4% of the total population in Indonesia using social media (We Are Social, 2023). Instagram is the second most used social media in Indonesia (We Are Social, 2023). There are several features that can be used by users to convey advertising messages to other users. These features include Instagram story, feeds, reels, notes, direct messages, live, and others. Through the available features on Instagram, a business actor can utilize these features to convey messages containing what they sell.

My Yellow Duckling, as a retail business, also utilizes social media to convey messages for promotional purposes. One of the social media used by My Yellow Duckling is Instagram with the account name @myyellowduckling. Through Instagram, My Yellow Duckling conveys many messages about the products sold and the pop-up store that is being opened. A pop-up store is a marketing strategy where a retail business opens a temporary store at another location (Budnarowska, 2009). Opening a pop-up store is also used as a means of conveying messages by a brand. Through a pop-up store, brands can meet directly with potential consumers to increase consumer knowledge about the brand.

Through the messages obtained from Instagram @myyellowduckling, this brand first opened its pop-up store at KEPO Market located at Galaxy Mall Surabaya. Until now, My Yellow Duckling has participated in opening 10 pop-up stores at several events in Surabaya and this year opened a pop-up store in Malang for the first time. Unlike before, this pop-up store is named Itik Land and is independent, not part of any event. The Itik Land pop-up store also uses Instagram as a promotional medium. Advertising messages about "Itik Land" are conveyed through feeds, reels, and stories. Each feature used has different content but has the same purpose, which is to promote Itik Land. This research will not discuss which feature is more effective in conveying messages but will see and discuss the effectiveness of the overall advertising message content through various features.

The effectiveness of the Itik Land pop-up store advertising message on Instagram followers @myyellowduckling is measured using the AISAS model, which is Attention, Interest, Search, Action, and Share. The AISAS model was first introduced by Dentsu, one of the largest advertising agencies in Japan, in 2004 (GMORESEARCH, 2022). AISAS is a model for business actors to understand consumer behavior from communication between companies and consumers through social media. Previously, the AISAS model was developed from the

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AIDMA model (Attention, Interest, Desire, Memory, Action), which also evolved from the AIDA model (Attention, Interest, Desire, Action) (PPM School Of Management, 2022). Compared to other models, the researcher chose the AISAS model because it was created to follow the development of communication, which now utilizes the internet a lot. The emergence of the internet, social media, and communication networking sites creates two-way communication between companies and consumers (GMORESEARCH, 2022).

Although this model was only introduced in 2004, there have been several studies using this model. Muhammad Syahid Abdurahim conducted a study titled "Development of AISAS Model to See the Effect of Tourism Destination in Social Media." The results of this study show that when someone learns information about a tourist destination and decides to visit that place, they tend to share their experiences at that tourist destination. This does not apply to the research by Laressa Amaly and Herry Hudrasyah titled "Measuring Effectiveness of Marketing Communication Using AISAS ARCAS Model."

Based on previous research, studies on the effectiveness of pop-up store messages using the AISAS model are still rarely found by researchers. Research using retail businesses that specifically sell merchandise has also not been found by researchers. Through the observations conducted, there are aspects of novelty that encourage researchers to measure the effectiveness of the Itik Land pop-up store advertising message on Instagram followers @myyellowduckling. Therefore, the research question for this study is "How effective is the Itik Land pop-up store advertising message on Instagram followers @myyellowduckling?"

## **LITERATURE REVIEW**

This section contains reviews of literature related to the study. The literature review should reflect the research's gap.

### ***SOR Theory***

The Stimulus-Organism-Response (SOR) Theory was first discovered by Hovland (1953). This theory originated from the Stimulus-Response theory proposed by Ivan P. Pavlov, which is a theory from the discipline of psychology that leans towards behaviorism. Through this theory, we can understand how a stimulus can influence a change in attitude that affects the communicant (Effendy, 2003). Thus, the focus of this theory is to view a communication process by questioning "how to change the attitude", rather than "what" or "why". There are three important elements in this theory: the stimulus as the message, the organism as the communicant, and the response as the attitude of the communicant towards the message.

The change in attitude depends on the process undergone by the organism. The stimulus or message that will be delivered to the organism determines whether the message is accepted or rejected. If acceptance occurs in the organism, then a response or change in attitude will

emerge in the organism. The greater the attention, understanding, and acceptance given by the organism, the greater the impact on the attitude change or response from the organism.

### ***Message***

A message is something delivered by the communicator as the sender to the communicant as the receiver, either face-to-face or through media or channels (Cangara, 2012). A message can also be referred to as a series of symbols/signs created by someone for a specific purpose with the hope that delivering those symbols/signs will successfully produce an effect (Hafied, 2004). These symbols or signs have two main elements: verbal messages, where the message is delivered in spoken or written form, and non-verbal messages, where the message is delivered using emotions, attitudes, lines, images, paintings, or colors.

When delivering a message, a communicator must convey it accurately so that the message becomes effective. Effective communication is a condition that must be met if we want the delivered message to elicit the desired response (Effendy, 2003). The communicator, message, and communicant are three important aspects in realizing effective communication. Effective communication depends on how a communicator designs and delivers an appealing message to the communicant. If the delivered message is unrelated to the communicant's needs, then the delivered message becomes ineffective.

There are several factors for achieving effective communication according to Wilbur Schramm (Effendy, 2003):

- The message must be designed and delivered in such a way that it can attract the attention of the communicant.
- The message must use symbols that relate to the shared experiences between the communicator and the communicant, ensuring mutual understanding.
- The message must evoke the personal needs of the communicant and suggest some ways to fulfill those needs.
- The message must be a way to obtain needs that are appropriate for the group situation in which the communicant resides.

### ***Model AISAS***

The effectiveness of a message can be measured using various models, one of which is AIDA (Attention, Interest, Desire, and Action). However, with the development of technology, the AIDA model has also undergone development and adjustment. One of the evolved models from AIDA used in this research is the AISAS model (Attention, Interest, Search, Action, Share). This model was first introduced by Dentsu, one of the advertising agencies in Japan, in 2004 with the aim of understanding consumer behavior and representing the two-way communication model that occurs between companies and consumers on social media (GMORESEARCH, 2022). Two-way communication occurs because there is a share indicator

showing that the content published by a brand does not stop at one audience but can be redistributed by that audience. Therefore, the marketing communication that occurs can receive feedback from the audience. Consumers will share their experiences and influence other consumers voluntarily after they directly interact with the product or service offered by the brand (Tang et al., 2014).

The AISAS model can also be used to predict the stages consumers will take when receiving a message through the internet (Tung et al., 2023). This shows that measurement results using the AISAS model do not have to reach the stage of product and service sales but can be used to predict purchases that consumers will make. This model divides the five stages into two categories: passive and active. The passive stages consist of attention and interest, where the message will reach consumers on its own. The active stages consist of search, action, and share, where consumers actively seek the information they need. The last three stages also focus on interaction with consumers and can be used to predict the actions that consumers will take.

The AISAS model is also a non-linear model that allows stages to be skipped by consumers or repeated by consumers (Kotaro S., et al., 2011). The non-linear model can result in the last three stages of the AISAS model showing different outcomes depending on the actions taken by consumers. The results obtained do not necessarily produce increasing or decreasing numbers in sequence. Based on the explanation above, it can be said that the AISAS model plays an important role in cross-communication (Kotaro S., et al., 2011). The following is an explanation of the five parts of the AISAS model:

- a. **Attention:** This is the initial stage where consumers begin to notice the product or service offered by a brand. Consumers get information about the product through social media, websites, e-commerce, and others. A brand must be able to capture the attention of the target consumers before moving on to the next stage.
- b. **Interest:** At the interest stage, consumers start to develop an interest in the product or service offered by the brand. This interest arises because they begin to understand what benefits they will get after making a purchase.
- c. **Search:** At this stage, consumers start using search engines or social media to find out more about the product, such as looking at reviews from others, checking the materials used in the product, and so on. When consumers reach this stage, it is very likely that they will purchase the product or service offered.
- d. **Action:** The action stage can be used to know or predict the purchases made by consumers. When consumers have entered this stage, business actors must ensure that these consumers will feel they get what they want and it meets their expectations.
- e. **Share:** In the final stage, after consumers purchase the product or service, they will share their experiences. If consumers are satisfied with what they get, they can enter this stage by giving reviews to other consumers or sharing their experiences.

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### ***Integrated Marketing Communication***

According to Kotler and Keller, marketing communications are the means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell (Kotler & Keller, 2006). Marketing communications is a field of public relations that is responsible for marketing communication activities. One of the activities carried out by marketing communication is delivering messages to the audience or consumers using available channels.

In marketing communications, there is a marketing mix consisting of product, price, promotion, and distribution (Clow & Baack, 2010). Traditionally, the view was divided into three main points, namely advertising, sales promotions, and personal selling under promotion. Currently, the view has changed, making the promotion aspect more integrated and complex, commonly referred to as integrated marketing communications (IMC). Integrated Marketing Communications is the integration of all marketing communication tools, avenues, and sources used by a company to provide maximum impact or effect on the audience and other stakeholders while minimizing expenses (Clow & Baack, 2010). The foundation of integrated marketing is a strategic marketing plan that unites various components in the marketing mix. This integration will affect business-to-business efforts, marketing channels, customer focus, and direct internal communication.

### **METHODOLOGY**

This research is descriptive research using a quantitative approach. Descriptive research provides a clearer picture of situations occurring in existing social phenomena (Mulyadi, 2011). The quantitative approach formulates existing variables as the basis for data collection to be conducted in this study. This research uses an online survey method with data collection using a questionnaire via Google Forms and distributed via Instagram Direct Message (DM) to the followers of Instagram @myyellowduckling.

Data measurement in this study uses a Likert scale consisting of 5 levels of response: strongly disagree, disagree, neutral, agree, and strongly agree. The researcher uses the Likert scale so that respondents can choose according to their feelings. The researcher will collect 30 respondents first to conduct validity and reliability tests. A validity test measures whether the data from the questionnaire is valid or accurate. A questionnaire is considered valid if the questions or statements in the questionnaire can reveal what it aims to measure (Santoso and Tjiptono, 2022). This validity test is measured by calculating the correlation between each item score and the total score using Karl Pearson's product-moment correlation technique.

The next step is to ensure that the measuring instrument used is reliable. An instrument is said to be reliable if it can consistently produce the same data when measuring the same object repeatedly (Sugiyono, 2013). Reliability also means that the tool used is stable,

dependable, and consistent (Kriyanto, 2006). The reliability test used by the researcher is the Spearman Brown test with the help of SPSS software. The results of the Crosstabs Alpha (r-alpha) test indicate that the items in the instrument can be considered reliable if they have an  $r\text{-alpha} > 0.60$  (Sugiyono, 2013).

The data analysis technique used in this study is descriptive analysis. This technique is a process of thinking to derive general understanding or conclusions based on concrete data or facts (specific). This analysis technique is assisted by a deductive approach, which is a way of thinking that starts from general statements to specific conclusions (Busrah, 2012). This analysis will draw conclusions from large amounts of raw data, and the results will be interpreted in an elaborative manner. The data will be separated and categorized to answer the research questions.

## RESULTS AND DISCUSSION

The responses from this study were measured by calculating the average per indicator. The average values were divided into two categories: effective and ineffective, using the following interval scale calculations:

$1.00 \leq a \leq 3.00$  = Ineffective

$3.01 \leq a \leq 5.00$  = Effective

Here are the average values per indicator in this study:

**Table 1.1 Table of Mean AISAS Indicator**

Indicator	Total Mean	Passive	Active
Attention	4.21	4.18	
Interest	4.15		
Search	4.17		4.10*
Action	3.99		
Share	4.15		
<b>Total</b>	4.13		

Source: Research report, 2024

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### ***Analysis and Interpretation***

The total mean value for each indicator falls within the effective range because the results for each indicator are between 3.01 – 5.00. The overall average value is 4.13, indicating that the advertisement message for the Itik Land pop-up store to the Instagram followers of @myyellowduckling has been effective. However, the results for each indicator vary, particularly for the search, action, and share indicators. These three indicators do not show a sequential increase or decrease because the AISAS model is non-linear, allowing consumers to skip some stages.

### ***Attention***

Table 1.1 shows that the total mean for the attention indicator is 4.21. This value falls within the range of 3.01 - 5.00, indicating that the average respondent's response regarding the attention indicator is effective. According to the SOR theory, the message about the My Yellow Duckling product is the stimulus delivered by My Yellow Duckling. The response obtained from this stimulus is consumer attention. The tendency to pay attention to this message may be due to the repeated stimulus about the My Yellow Duckling product received by consumers. Repeated message presentation increases the likelihood of consumer acceptance and allows them to objectively consider the message's implications (Pieters et al., 1996). In reality, even though repeated exposure is given by the communicator, humans can control message reception as desired. People tend to spend 65% of their time paying attention to an image because images have higher activation and are cognitively easier to process than text (Kroeber-Riel 1993). This aligns with the reality on My Yellow Duckling's Instagram, where almost all messages talk about the product sold, and the messages are packaged visually to attract attention.

### ***Interest***

After respondents pay attention to the pop-up store Itik Land advertisement, the researcher wants to know what makes them interested (interest) in the Itik Land pop-up store. Interest in a message arises because of an attraction that captures the consumer's attention (Kotler & Kotler, 2006). People are also easily interested when they see attractive photos or videos and can be influenced by word of mouth (Abdurrahim et al., 2019). Short-duration videos can evoke positive feelings, capture someone's attention, and provide relevant information to consumers. Providing clear information about a product can increase someone's interest in a brand. Video messages can be packaged using storytelling with structured narratives to stimulate someone's purchase decision. Finally, visual presentation, such as the objects used, text, video shooting method, and audio, greatly influences someone's interest when watching the video. When consumers reach this stage, they want to learn more about the message conveyed.

Table 1.1 shows that the total mean for the interest indicator is 4.15. This value falls within the range of 3.01 - 5.00, indicating that the average respondent's response regarding the interest indicator is effective. The data shows that the message on My Yellow Duckling's Instagram can make the audience interested in learning more about the Itik Land pop-up store. Based on the researcher's observation, My Yellow Duckling often uses reels (short videos) and stories to convey messages about the products sold at Itik Land. Several factors influence someone's interest when watching reels, including emotional appeal, the relevance of information received by consumers, video message storytelling, and visual presentation (Dong et al., 2023).

### ***Search***

When someone searches for information, it shows that they are observing something that catches their attention. In today's digital era, the internet plays a crucial role in quickly and accurately finding information (Rahman & Dewantara, 2017). Digital information search can be done in various ways, such as using search engines (Google, Bing, Yahoo) and social media (Instagram, TikTok, YouTube, Twitter, etc.). This ease makes consumers more active in seeking information than waiting for information delivered by a brand (Sasmita & Achmadi, 2022). Table 1.1 shows that the total average mean for the search indicator from respondents' answers is 4.17. This value falls within the range of 3.01-5.00, indicating that the pop-up store Itik Land advertisement message is effective in the search indicator. This shows that most respondents in this study are proactive in learning more about the Itik Land pop-up store in Malang. In their search, respondents can use Instagram's search feature, ask through comments, or direct messages. Based on the researcher's observation, several comments indicate curiosity about My Yellow Duckling from respondents.

### ***Action***

After going through several previous stages, the researcher also wants to know if someone will make a decision after seeing the advertisement message. In the action stage, someone will act and create experiences involving direct interaction between consumers and the brand (Sasmita & Achmadi, 2022). This interaction arises because of emotional influence before making a decision. Emotional influence occurs because consumers see the advertisement message conveyed through the media platform they use. When someone's emotions are influenced, they are more likely to make positive decisions, such as buying products, visiting events, and engaging in activities. Table 1.1 shows that the total average mean for the action indicator is 3.99. This value falls within the range of 3.01-5.00, indicating that the pop-up store Itik Land advertisement message is effective in the action stage. Respondents' answers also show that they will visit "Itik Land" through the Instagram content of @myyellowduckling, which is the highest result compared to other statements, with an average result of 4.08. This shows that the pop-up store Itik Land advertisement message positively impacts respondents. Every message conveyed by My Yellow Duckling regarding Itik Land can make respondents want to visit Itik Land. Several factors can influence this, such

as message content, visual presentation, message frequency, and My Yellow Duckling's response to the audience interested in Itik Land. One important factor in creating a message is the call to action. A call to action aims to invite consumers to the next stage as desired by the message creator (Kenton, 2022).

### ***Share***

The last stage of this study that the researcher wants to know is the share stage. Social media is a platform that allows users to create content in any form, such as photos, videos, text, music, etc. This freedom allows consumers to share their experiences with other consumers (Kasmana, 2020). This experience can be shared by creating messages through consumers' personal Instagram accounts. When someone independently creates an advertisement message about the Itik Land pop-up store, it indicates the respondent's desire to share their experience at the location. The desire to share experiences by creating social media content is a form of self-expression, connection with other users, and engagement with the brand (Mayrhofer et al., 2019). Table 1.1 shows that the total average mean for the share indicator is 4.15. This value falls within the range of 3.01-5.00, indicating that the pop-up store Itik Land advertisement message is effective in the share stage. Based on the researcher's observation, many consumers share their experiences visiting Itik Land by creating reels videos. Almost all the messages convey information about activities that can be done at Itik Land, such as coloring activities, playground areas, and photo spots provided. Not only do they document these areas, but they also participate in the activities provided there. This can influence other users to try the activities there or want to know more about Itik Land.

### ***The Effectiveness of the Itik Land Pop Up Store Advertising Message to Instagram Followers @myyellowduckling***

In the initial stage (attention), the total mean value reaches 4.21. This is the highest mean result among other indicators, proving that the Itik Land pop-up store advertisement message effectively attracts consumers' attention. The numerous advertisement messages for the Itik Land pop-up store conveyed through reels, posts, and stories also influence the high average result for the attention indicator. According to the SOR theory, this result shows that the organism receives many stimulus exposures, causing the organism to react by paying attention to the stimulus.

After the organism can pay attention to the stimulus conveyed by the communicator, there is a decrease in the interest stage. The interest stage has a total mean value of 4.15, a decrease of 0.06 from the attention stage to the interest stage. This decrease is not significant because this stage is passive, where consumers do not exert effort to obtain information about My Yellow Duckling.

After the organism becomes interested in the advertisement message, they move on to the search, action, and share stages. These three stages show that consumers start to act on the

message they receive. Consumers may not go through these stages sequentially, but some may go through them in order. This causes the results for the last three stages to vary and not be sequential.

Starting from the search stage in AISAS, where this is the initial stage for consumers to act actively to learn more about the message created (Rochman & Iskandar, 2015). This result proves that the pop-up store advertisement message created by My Yellow Duckling makes someone want to learn more about the Itik Land pop-up store and is effective with a result of 4.17. The respondents' desire to search deeper is shown by the number of comments on the Itik Land pop-up store advertisement message on My Yellow Duckling's Instagram.

Next is the action stage, where consumers begin to make decisions after seeing the pop-up store Itik Land advertisement on My Yellow Duckling's Instagram. The action stage in this study received an average score of 3.99. There was a decrease of 0.18 from the search stage to the action stage, which may be due to some consumers only wanting to reach the search stage. The final stage in this study is the share stage, where consumers have the desire to share the information they received after seeing the pop-up store Itik Land advertisement. The total mean score for the share indicator reached 4.15. There was an increase from the action indicator to the share indicator by 0.16. This increase may be due to some consumers skipping the action stage.

The changes that occur in each indicator are influenced by the organism's response to each stimulus given by the communicator (Effendy, 2003). These results can also be used to predict consumer attitudes towards the message exposures delivered by My Yellow Duckling. A brand will also be able to determine whether the media used to deliver the message is appropriate for their target consumers. In this case, the social media platform and strategy used by My Yellow Duckling, namely Instagram, are appropriate for delivering their message. This is because My Yellow Duckling can effectively utilize the features available on Instagram, such as feeds, reels, or stories, to convey their message.

## CONCLUSION

This study aims to determine the level of effectiveness of the pop-up store Itik Land messages on Instagram followers of @myyellowduckling. To measure the effectiveness of the messages, the researcher used the AISAS indicators (Attention, Interest, Search, Action, Share). The use of these indicators is suitable for the social media platform used by My Yellow Duckling to convey messages, which is Instagram. The use of Instagram is appropriate for My Yellow Duckling's target audience, which is not limited by age or gender. Instagram is also one of the most widely used social media platforms in Indonesia. In conveying messages through Instagram, a communicator can engage in marketing communications. This activity is a way for businesses to deliver their messages and take advantage of every feature available on social media.

The results of measuring the effectiveness of the messages delivered by My Yellow Duckling regarding the pop-up store Itik Land show an effective average score. Based on the five indicators used to measure the effectiveness of the messages, the attention indicator has the highest average score of 4.21. This indicates that the messages delivered by My Yellow Duckling have effectively captured the audience's attention. The attention given by the audience to the advertisement encourages them to move on to the next stage, which is interest, where the audience begins to develop an interest in visiting Itik Land after seeing the pop-up store advertisement.

After becoming interested in visiting, the next stage shows the audience's activity where they take the initiative to learn more about the pop-up store Itik Land. This indicates that the pop-up store Itik Land advertisement messages remain effective up to the search stage. The following stage is action, where the audience begins to decide to visit Itik Land. The action stage has the lowest average score among the other indicators but is still considered effective. Lastly, the audience is expected to have the desire to share the information they received after seeing the pop-up store Itik Land advertisement. Based on the data obtained by the researcher, the share stage is proven to be effective in conveying the pop-up store Itik Land advertisement message.

### **Research Limitation**

This research shows that the advertising message of the pop-up store "Itik Land" has been effectively communicated to the Instagram followers of My Yellow Duckling. However, the use of the AISAS model in this study needs further development. This model is considered new and not widely used, so it's important to thoroughly understand its use by referencing previous journals before applying it. The difference between passive and active stages needs deeper understanding as it can lead to various possible consumer response patterns upon viewing the message. This understanding is necessary to achieve more accurate and consistent calculations. Despite being a new model with its limitations, the AISAS model can be further developed for future research on message delivery through the internet, social media, or other networking sites.

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