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# Assessing Social Media Instagram Hashtag Campaign Using AISAS Model

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***Abstract:*** *In the digitalization era, social media has become an integral part of organization communication channels. With the increasing number of social media users, the organization has to ensure its digital presence to reach the targeted audience online. PT PLN (Persero) utilized its official Instagram account to communicate the corporation's transformation and socialize it to society. The Company put hashtag TransformasiPLN (#TransformasiPLN) to the Instagram posts to achieve the communication's goals. A questionnaire involving 114 respondents was conducted to assess the social media Instagram hashtag campaign using the AISAS model. The evaluation using the AISAS model reported an average score of 2,92 for Attention, 3,25 for Interest, 3,02 for Searching, 3,14 for Action, and 2,68 for Sharing. The result revealed that there was a positive correlation between all stages in the campaign. However, the Company still ought to improve its performance since the overall score was still moderate.*

***Key Word****: AISAS Model, Campaign, Instagram, Social Media, Transformasi PLN.*

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## I. Introduction

In the digitalization era, social media has become an integral part of organization communication channels. With the increasing number of social media users, the organization has to ensure its digital presence to reach the targeted audience online. At least five different usages of social media by an organization have been reported: broadcast, dialogue, collaboration, knowledge management, and sociability[1]. Many studies revealed the potential of social media for business, such as for marketing[2], building relationships with stakeholders[3], triggering innovation[4], gaining business values[5], even for the overall business performance[6].

In Indonesia, the increasing number of internet users has been reported from 54,68% of the total population in 2017[12]became to 64,87% in 2018[13]. The majority of millennial generations may influence the trend of massive internet and social media utilization in Indonesia. Instagram becomes one of the prominent and most used social media which beaten Twitter in 2012[14]. Instagram is a social media application that uses picture-based publishing and sharing that enables the users to upload photos, captions and interact with the audiences[15].

The utilization of Instagram to support business has been proven not only in the business to consumer (B2C) based but also for business to business (B2B) or even other business types. The contents that are developed by the organizations or companies on Instagram work beyond sales purposes. Companies often utilize Instagram and other social media channels to communicate their key messages and values to the stakeholders while building the desired image and reputation. One of the companies that have responded to the opportunities in utilizing Instagram is PT PLN (Persero), an Indonesian Government-owned company that operates in the electricity field. PT PLN (Persero) communicates the corporation's transformation and socializing it to society by using its official Instagram account. The Company put hashtag TransformasiPLN (#TransformasiPLN) to the Instagram posts to achieve the communication's goals.

### Objective

This study's objective was to assess the social media hashtag campaign of PT PLN (Persero) concerning people's Attention, Interest, searching, action, and sharing attitude toward PT PLN (Persero) 's transformation. The study was expected to justify the effectiveness of the campaign while evaluating the correlation of Attention, Interest, searching, Action, and sharing of the Transformasi PLN.

### Hypothesis

There were ten hypotheses developed and examined in this study:

- Hypothesis 1: there is a positive relationship between Attention and Interest
- Hypothesis 2: there is a positive relationship between Attention and Searching
- Hypothesis 3: there is a positive relationship between Attention and Action
- Hypothesis 4: there is a positive relationship between Attention and Sharing

- Hypothesis 5: there is a positive relationship between Interest and Searching
- Hypothesis 6: there is a positive relationship between Interest and Action
- Hypothesis 7: there is a positive relationship between Interest and Sharing
- Hypothesis 8: there is a positive relationship between Searching and Action
- Hypothesis 9: there is a positive relationship between Searching and Sharing
- Hypothesis 10: there is a positive relationship between Action and Sharing

## II. Literature Review

Marketing strategy is formulated to accelerate the process of addressing marketing problems and developing strategic decisions. Marketers have many models that can be used to develop and assess the marketing strategy both in conventional ways or digital approach[7]. One of the widely known models is AIDA or Attention, Interest, Desire, and Action. AIDA model was then developed by emphasizing the broadcasting world's consumption behavior and became AIDMA or Attention, Interest, Desire, Memory, Action and eventually extended into AISAS or Attention, Interest, Search, Action, and Share[8] which acknowledged the affluent role of the internet[9].

AISAS was first introduced in The Dentsu Way in 2011, which was designed to effectively approach the target audience by looking at changes in behavior that occur, especially concerning the advancement of internet technology[10]. Awareness is the stage where the audiences get exposed to the brand and become aware of it without being more curious about the brand. Interest is the stage where the audiences appeal to the brand, leading to the next stage if the audiences are interested or stop instead. The third stage, Search, becomes the differentiator of AISAS to the previous methods. With the advancement of technology, the audiences can look for more information about the brand by diving online through reviews, social media comments, interaction with other audiences, and other online channels. Afterward, the audiences have proceeded to the Action stage, where the audiences decide to purchase or use the product or not and become consumers. The last stage of Share is where the consumers extend the journey to the post-purchase experience by sharing the product's information and perception to other audiences through social media or other channels[11].

## III. Method

The study used a quantitative method to evaluate the social media Instagram hashtag campaign using the AISAS model with a case study of the hashtag TransformasiPLN (#TransformasiPLN) from PT PLN (Persero) 's official Instagram account. The study developed questionnaire statements following the AISAS model to evaluate the effectiveness of hashtag campaigns. The respondents were asked to assess the statement according to their perception from strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The questionnaire was spread online to the followers of PT PLN (Persero) official Instagram account, @pln_id, in October 2020.

The population (N) of the study was all of the followers who were 736,000 accounts. The sample size (n) calculation was conducted with the Slovin formula with $e^2$ of 0,1. The calculation following the n = N / (1 + Ne2) formula revealed that the sample size needed is 99,98 or rounded up into at least 100 respondents. The study, however, successfully collected 114 respondents for the questionnaire. The result was then analyzed using SPSS version 24.

## IV. Result and Discussion

The demography of 114 respondents of the questionnaire reported that 69,3% of the respondents were female, range of age from 25-29 years old (62,3%) and 18-24% (22,8%), domicile in DKI Jakarta (40,4%) and 31,6% in West Java with 37,7% of the respondents were students, 33,3% were employees in private companies, and 11,4% were entrepreneurs. Most of the respondents (82,5%) hold bachelor degree with the monthly income of IDR 6-10 million (26,3%), IDR 10-20 million (20,2%), IDR 4-6 million (19,3%), IDR 2-4 million (17,5%), above 20 million (8,8%), and less than 2 million (2,9%). It might indicate that the respondents were from medium to upper social class in Indonesia.

**Table 1.**Statistical Correlation Analysis of Every AISAS Variables and The Respective Statements

| Variable | | Item | Mean | | Alpha Cronbach's |
|---|---|---|---|---|---|
| | | | Item | Variable | |
| Attention (ATT) | 1. | I know and understand that PLN is undergoing a transformation | 3,05 | 2,92 | 0,806 |
| | 2. | I saw and was interested in the #TransformasiPLN campaign from the official PLN social media account (e.g. media, friends, PLN employees) | 2,95 | | |

| | | | | | |
|---|---|---|---|---|---|
| | 3. | I saw and was interested in the #TransformasiPLN campaign from social media that was not a PLN account (e.g., media, friends, PLN employees) | 2,86 | | |
| | 4. | I know and understand the information regarding the PLN Transformation from social media | 2,79 | | |
| | 5. | Post with #TransformasiPLN helped me read more about PLN products and services | 2,95 | | |
| Interest (INT) | 1. | I am interested in the content related to PLN Transformation uploaded on social media with #TransformasiPLN | 3,25 | 3,25 | 0,792 |
| | 2. | I am interested in finding and knowing more about the PLN Transformation after reading the post with the hashtag (#) TransformasiPLN | 3,25 | | |
| Searching (SRC) | 1. | I want / have searched for all information related to #TransformasiPLN via the internet, ask relatives or directly to PLN | 2,97 | 3,02 | 0,731 |
| | 2. | I would like/have been looking for specific information that I would like to know regarding the PLN Transformation | 3,04 | | |
| | 3. | I want/have been looking for all information related to PLN after reading the post with the hashtag (#) TransformasiPLN | 3,05 | | |
| Action (ACT) | 1. | I am Interested in following PLN's social media accounts after learning about the PLN Transformation from a post with the hashtag (#) TransformasiPLN | 2,91 | 3,14 | 0,544 |
| | 2. | I see that PLN's image is getting better with information regarding the Company's transformation | 3,36 | | |
| Sharing (SHR) | 1. | I would like/have shared all the information related to the PLN Transformation with my relatives directly | 2,74 | 2,68 | 0,802 |
| | 2. | I would like/have shared posts related to PLN Transformation which were uploaded by PLN official social media accounts | 2,68 | | |
| | 3. | I would like/have shared posts related to PLN Transformation on my social media with my own content | 2,45 | | |
| | 4. | I want/have told about the PLN Transformation to my relatives | 2,83 | | |

ATT1 question item has an average of 3.05, ATT2 question item has a mean of 2.95, ATT3 question item has an average of 2.86, ATT4 question item has an average of 2.79, ATT5 question item has an average of 2.95, Overall Attention has an average of 2.92 which means that the Attention aspect is categorized as moderate. Besides, it is also known that alpha Cronbach's reliability is 0.806.

INT1 question item has an average of 3.25, INT2 question item has an average of 3.25, Overall Interest has an average of 3.25, which means that the aspects of Interest are categorized as moderate. Besides, it is also known that alpha Cronbach's reliability is 0.792.

SRC1 question item has an average of 2.97, SRC2 question item has an average of 3.04, SRC3 question item has an average of 3.05, Overall Searching has an average of 3.02 that the Searching aspect is categorized as moderate. Besides, it is also known that alpha Cronbach's reliability is 0.731.

ACT1 question item has an average of 2.91, ACT2 question item has an average of 3.36, Overall Action has an average of 3.14, which means that the Action aspect is categorized as moderate. Also, it is known that alpha Cronbach's reliability is 0.544.

SHR1 question item has an average of 2.74, SHR2 question item has an average of 2.68, SHR3 question item has an average of 2.45, SHR4 question item has an average of 2.83, Overall Sharing has an average. The average aspect is 2.68, which means that Sharing is categorized as moderate. Besides, it is also known that alpha Cronbach's reliability is 0.802

**Table 2.** Hypothesis Verification Analysis

| a | b | Pearson Correlation | beta | p |
|---|---|---|---|---|
| Attention | Interest | 0,556 | 0,531 | 0,000 |
| Attention | Searching | 0,381 | 0,377 | 0,000 |
| Attention | Action | 0,543 | 0,511 | 0,000 |
| Attention | Sharing | 0,564 | 0,500 | 0,000 |
| Interest | Searching | 0,587 | 0,609 | 0,000 |
| Interest | Action | 0,579 | 0,572 | 0,000 |
| Interest | Sharing | 0,549 | 0,510 | 0,000 |
| Searching | Action | 0,447 | 0,426 | 0,000 |
| Searching | Sharing | 0,659 | 0,591 | 0,000 |

| | | | | |
|---|---|---|---|---|
| Action | Sharing | 0,641 | 0,603 | 0,000 |

The calculation result shows that the Pearson correlation value between Attention and Interest is 0.556, with a beta coefficient value of 0.531 and a probability value of 0.000. The coefficient is positive (0.531> 0), which means that the greater the Attention, the greater the value of the Interest value. 0.531 means that with every 1-point increase of Attention, the amount of Interest value will increase by 0.531. The probability value is 0.000 <0.05, which means a significant relationship between Attention and Interest. Based on this information, it is concluded that hypothesis 1 "there is a positive relationship between Attention and Interest," is accepted.

The calculation result shows that the Pearson correlation value between Attention and Searching is 0.381 with a beta coefficient value of 0.377 and a probability value of 0.000. The coefficient is positive (0.377> 0), meaning that the greater the Attention, the greater the Searching value. The value of 0.377 means that with every 1-point increase in Attention, the amount of the Searching value will increase by 0.377. The probability value is 0.000 <0.05, which means a significant relationship between Attention and Searching. Based on this information, it is concluded that hypothesis 2 "there is a positive relationship between Attention and Searching," is accepted.

The calculation result shows that the Pearson correlation value between Attention and Action is 0.543, with a beta coefficient value of 0.511 and a probability value of 0.000. The coefficient is positive (0.511> 0), which means that the greater the Attention, the greater the Action Value. The value of 0.511 means that with every 1-point increase of Attention, the amount of Action value will increase by 0.511. The probability value is 0.000 <0.05, which means a significant relationship between Attention and Action. Based on this information, it is concluded that hypothesis 3 "there is a positive relationship between Attention and Action," is accepted.

The calculation result shows that the Pearson correlation value between Attention and Sharing is 0.564, with a beta coefficient value of 0.5 and a probability value of 0.000. The coefficient is positive (0.5> 0), meaning that the greater the Attention, the greater the Sharing Value. The value of 0.5 means that with every 1-point increase of Attention, Sharing's value will increase by 0.5. The probability value is 0.000 <0.05, which means a significant relationship between Attention and Sharing. Based on this information, it is concluded that hypothesis 4 "there is a positive relationship between Attention and Sharing," is accepted.

The calculation result shows that the Pearson correlation value between Interest and Searching is 0.587 with a beta coefficient value of 0.609 and a probability value of 0.000. The coefficient is positive (0.609> 0), which means that the greater the Interest, the greater the Searching value. The value of 0.609 means that for every 1-point increase in Interest, the greater the Searching value will increase by 0.609. The probability value is 0.000 <0.05, which means a significant relationship between Interest and Searching. Based on this information, it is concluded that hypothesis 5 "there is a positive relationship between Interest and Searching," is accepted.

The calculation result shows that the Pearson correlation value between Interest and Action is 0.579 with a beta coefficient value of 0.572 and a probability value of 0.000. The coefficient is positive (0.572> 0), which means that the greater the Interest, the greater the Action Value. 0.572 means that with every 1-point increase in Interest, the amount of Action value will increase by 0.572. The probability value is 0.000 <0.05, which means a significant relationship between Interest and Action. Based on this information, it is concluded that hypothesis 6 "there is a positive relationship between Interest and Action," is accepted.

The calculation result shows that the Pearson correlation value between Interest and Sharing is 0.549, with a beta coefficient value of 0.51 and a probability value of 0.000. The coefficient is positive (0.51> 0), which means that the greater the Interest, the greater the Sharing value of 0.51 means that every 1-point increase in Interest, the value of Sharing will increase by 0.51. The probability value is 0.000 <0.05, which means a significant relationship between Interest and Sharing. Based on this information, it is concluded that hypothesis 7 "there is a positive relationship between Interest and Sharing," is accepted.

The calculation result shows that the Pearson correlation value between Searching and Action is 0.447 with a beta coefficient value of 0.426 and a probability value of 0.000. The coefficient is positive (0.426> 0), meaning that the greater the Searching, the greater the Action Value. 0.426 means that for every 1 Searching point increase, the Action value will increase by 0.426. The probability value is 0.000 <0.05, which means a significant relationship between Searching and Action. Based on this information, it is concluded that hypothesis 8 "there is a positive relationship between Searching and Action," is accepted.

The calculation results obtained the Pearson correlation value between Searching with Sharing of 0.659 with a beta coefficient value of 0.591 and a probability value of 0.000. The coefficient is positive (0.591> 0), which means that the greater the Searching, the greater the Sharing Value. The value is 0.591, which means that every 1 increase in Searching points will increase Sharing's value by 0.591. The probability value is 0.000 <0.05, which means a significant relationship between Searching and Sharing. Based on this information, it is concluded that hypothesis 9, "there is a positive relationship between Searching and Sharing," is accepted.

The calculation result shows that the Pearson correlation value between Action with Sharing is 0.641 with a beta coefficient value of 0.603 and a probability value of 0.000. The coefficient is positive (0.603> 0), meaning that the greater the Action, the greater the Sharing Value is 0.603, which means that every 1 Action point increases, the value of Sharing will increase 0.603. The probability value is 0.000 <0.05, which means a significant relationship between Action and Sharing. Based on this information, it is concluded that hypothesis 10, "there is a positive relationship between Action and Sharing," is accepted.

The overall correlation revealed that for Transformasi PLN's campaign on social media Instagram using the hashtag, the audience's Attention influences the Interest, searching, Action, and sharing. The searching action and sharing elements then influenced the Interest of the audiences. Searching was also reported to influence the Action and sharing stages. Eventually, the Action of the audiences also determined the sharing stage. The relationship pattern can be seen in the image below:

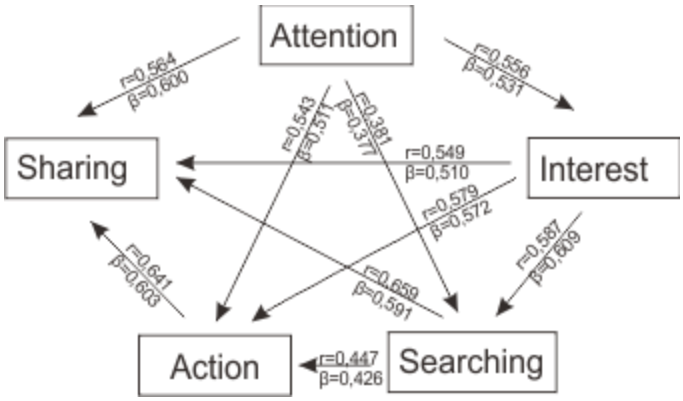


**Figure 1. Relationship Pattern of AISAS for #TransformasiPLN**

However, the result also revealed that all of the AISAS elements were in moderate-low level with the highest to the lowest score was Interest, Action, Search, Attention, and sharing. With the relationship pattern's result showing that the Attention positively influences the next four stages, PT PLN (Persero) has to increase the items' overall Attention score to increase the other elements. To increase the Attention, PT PLN (Persero) may develop more compelling pictures in the Instagram post while putting the hashtag on the picture's design so that the social media users could notice it from the picture. Other than that, the Company may create a particular program that regularly discusses the Transformasi PLN for a certain period. With the lowest point in the stage of Sharing, the Company may boost the score by creating a quiz or competition for the followers and Instagram users to share the contents about Transformasi PLN to their private accounts and tag several friends to the circle.

## V. Conclusion

The hashtag Transformasi PLN on PT PLN (Persero) 's official Instagram account still has space to improve the performance. The evaluation using the AISAS model reported an average score of 2,92 for Attention, 3,25 for Interest, 3,02 for Searching, 3,14 for Action, and 2,68 for Sharing. The scores revealed that the overall performance based on AISAS was still at a moderate level. The relationship pattern informed a positive correlation between Attention, Interest, Searching, Action, and Sharing. Thus, it was advised to the Company to boost the Attention score as the fundamental stage to give a positive snowball effect to the other stages while also improving the end of Sharing.

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