

ABSTRACT

This research aims to implement a Digital Marketing Strategy using the AISAS Marketing Funnel Model on the social media Facebook and Instagram of Tayamum Crackers MSMEs, and measure the effectiveness of marketing content and advertising through Meta Ads. The AISAS model (Attention, Interest, Search, Action, Share) is used to design promotional strategies that are effective and relevant to the target audience. This research uses a qualitative approach with a descriptive study method to provide an in-depth description of the actual situation and conditions in a narrative and natural way. This approach allows to explore and understand the phenomenon under study based on data collected from various sources, such as direct observation, in-depth interviews, and document analysis. The research data was collected through observation methods on Instagram social media of similar products, in-depth interviews with MSMEs, and literature studies from internal data documentation and related literature. In addition, the research also measured the engagement rate as an indicator of the success of the promotional strategy. Data analysis was conducted to identify elements of an effective digital marketing strategy, such as the type of content, upload time, and interaction patterns with the audience.

The results show that the implementation of the digital marketing strategy using the AISAS model successfully improved the digital performance of Kerupuk Tayamum MSME during the four-month execution period. In the Attention stage, the total content impressions reached 10,380 on Instagram and 9,067 on Facebook, exceeding the initial targets of 8,512 and 5,096 views respectively. In the Interest stage, audience engagement surpassed the KPIs with 1,129 interactions on Instagram and 252 on Facebook, indicating strong engagement with visual and educational content. The Search stage generated 133 leads through WhatsApp, Instagram DM, and Facebook Messenger, surpassing the target of 112 leads. In the Action stage, online sales increased, with a total of 117 units sold over four months, exceeding the target of 100 units, with an average of 2–3 units per transaction from 29 buyers. Meanwhile, the Share stage showed that customers who made purchases recommended the product to 5–10 people, resulting in more than 150 new leads.

These results indicate that the AISAS model effectively guides the consumer journey from initial attention to post-purchase loyalty. This study produced an output in the form of a guidebook as a strategic digital marketing manual for the development of social media in similar snack-based MSMEs.

Keywords: AISAS, Digital Marketing, Kerupuk Tayamum, Marketing Funnel, Meta Ads