

## Implementation of AISAS Theory as Optimization of Digital Marketing at Perum BULOG

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**ABSTRACT:** Digital advertising activities include various strategies and tactics carried out online to promote products, services, or brands, such as creating weekly promotional advertisements, influencer marketing, website marketing, interactive content creation, weekly content creation, and e-commerce. The digital advertising activity process implemented by the marketing communications sub-division has different paths. Marketing communications in marketing Bulog products plays an important role from the beginning of the pre-production process to post-production in digital marketing activities. Technical barriers are obstacles that originate from supporting tools in carrying out digital advertising such as the equipment and facilities used. This research aims to analyze the use of digital marketing carried out by Perum BULOG in marketing products effectively. The data collection techniques used were active participation, in-depth interviews, and literature study through journals and e-books. The object of this research is marketing communications activities carried out by the marketing communications sub-division. This type of research uses descriptive qualitative methods and uses AISAS theory. This research found that the implementation of digital marketing communications carried out by Perum BULOG used social media, Instagram and websites, to create content and promote products.

**KEYWORDS:** Digital, Marketing Communication, Social Media

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### I. INTRODUCTION

According to Ningrum (2020) communication is a tool in carrying out the process of achieving goal activities. The sub-field of communication is marketing communication. Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell. Marketing communications in the global era has become an important part of an institution, especially commercial companies. According to Firmansyah (2019), the relationship between marketing and communication is a close relationship. Communication is the process by which thoughts and understanding are conveyed between individuals, or between companies and individuals.

Marketing communication is a form of communication that aims to strengthen marketing strategies, in order to reach wider market segments. Companies use various forms of marketing communications to promote what they offer and achieve financial goals. Marketing activities that involve communication activities include advertising, sales force, store signage, point-of-purchase displays, product packaging, direct mail, free product samples, coupons, publicity, and other communication tools.

According to Sari et al (2020) Digital technology has changed the way people communicate, act and influence the marketing process. Marketing activities cannot be separated from the influence of digital technology. The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technology that create, communicate, and provide value to consumers and other stakeholders.

Marketing communications is one of the starting points in introducing products to consumers and getting a lot of profits from the business being run. In general, the marketing communications mix includes advertising, sales promotions, special events and experiences, public relations and news, direct marketing and personal selling. Each marketing communications strategy has its own strengths and weaknesses. It's just whether everything should be implemented or not because it is necessary to study which

## Implementation of AISAS Theory as Optimization of Digital Marketing at Perum BULOG

strategy is the most effective and adjust budget availability. As can be seen, the internet is the right marketing strategy to get close to the audience. Digital advertising activities carried out at Perum BULOG often experience obstacles, such as inappropriate target audiences, monotonous content, and lack of consistency. This consistency is very important in digital advertising activities. If there are inconsistencies in the message, this can reduce the brand image of the product produced. The existence of intense business competition in this modern era not only requires business people and entrepreneurs to create superior products that are good quality and cheap, but they must be able to market their products to consumers.

### II. METHODS

This research uses a qualitative descriptive approach to examine digital advertising activities carried out at Perum BULOG. A qualitative approach is used as a concept used to understand the process of digital advertising activities from pre-production to post-production. The qualitative descriptive approach is general and is basically used in the world of social sciences and humanities, in micro-study settings. Mainly related to human patterns and behavior and what is behind this behavior which is usually difficult to measure with numbers (Harahap, 2021). The data collected is in the form of words, and not numbers (Kusumastuti et al, 2019). The data collection technique used as the data research method in this research was carried out in several stages, namely, active participation, in-depth interview observation, and literature study. The unit of analysis is something related to the focus or component being studied (Sugiyono, 2017). The unit of analysis for research can be individuals, groups, organizations, objects and certain times according to the focus of the problem. The unit of analysis in this research is the Marketing Communications Sub Division of Perum BULOG. The researcher determined several informants who knew and understood the existing problems, followed the digital advertising activities that were the focus and research questions so that the researcher could receive data that met their needs. The informants in this research were the Head of the Marketing Communications Sub Division and the head of the content and branding section.

### III. RESULTS OF RESEARCH AND DISCUSSION

#### 3.1 Implementation of Digital Advertising at Perum BULOG

Marketing communication in achieving optimal performance and productivity certainly has a practical role. The role of Perum BULOG marketing communications is very necessary in order to convey messages to the public, especially target consumers, regarding the existence of products on the market. This role is certainly in line with the statement according to Mujib (2020), the role of marketing communication is divided into three, including:

- 1) Creating brand awareness  
is a strategic step to promote products and services to new consumers or remind them to old consumers. Perum BULOG marketing communications play a role in increasing potential consumers' awareness of the existence of products and services by creating easy-to-remember names and logos, as well as utilizing social media to promote products with a wider reach. One of the methods used by Perum BULOG marketing communications is to release a brand called "Befood". Befood is also called "Umbrella Branding" belonging to Perum BULOG. Umbrella branding is a marketing practice of selling several related products under the same brand.
- 2) Increasing consumer interest in trying the product  
Perum BULOG marketing communication plays a role in motivating consumers to buy and try the product again. One of the things that Perum BULOG marketing communications do to increase consumer interest is by participating in exhibitions. Exhibitions are a means of promotion as well as an opportunity to establish cooperation.
- 3) Building relationships with customers  
the role of Perum BULOG marketing communications is to help companies build close relationships with customers through responsive interactions in promotional activities. Perum BULOG marketing communications created a forum to interact with its customers under the name "BULOG Care" or what is usually abbreviated as "Becare".

The role of marketing communications in digital marketing activities reflects the rapid evolution of the world of business and marketing which is increasingly shifting to the digital realm. In the current digital era, the products produced by Perum BULOG not only compete in the conventional market, but also in the increasingly dominant online realm. Communication marketing is an important key in digital marketing activities, because it shapes the way companies interact with consumers, builds brand awareness, and creates interesting experiences for the target audience. This statement is in line with the opinion (Rizvanovic et al., 2023) that digital marketing aims to increase engagement and digitize marketing which includes several channels such as email, video, websites and social media.

## Implementation of AISAS Theory as Optimization of Digital Marketing at Perum BULOG

The digital marketing activities carried out by Perum BULOG have various activities to support the promotion of the products produced. The following digital marketing activities are carried out by the communications marketing sub-division:

1) Content Marketing

The communications marketing sub-division at Perum BULOG routinely makes weekly advertising videos and advertises content available on platforms such as Instagram. This aims to make social media users' awareness more focused on the content produced regarding BULOG products. The resulting output is in the form of image, video or advertisements that appear on the user's home page.

2) Influencer Marketing

In order to promote the products produced to a wider target reach, Perum BULOG collaborates with individuals or online influencers who have a large number of followers to promote BULOG products by uploading posts on social media, reviews or collaborations specifically with Perum BULOG.

3) Website Marketing

The marketing website used by BULOG communications marketing sub-division is used as information and advertising media that can be accessed by the public. The use of websites in digital marketing carried out by Perum BULOG can increase public trust and make them look professional. The managed website displays information about BULOG products in the form of text, still images, moving images which, if clicked, become more informative about certain products.

4) Weekly Promotional Content Creation

The digital marketing activity that is routinely carried out by the communications marketing sub-division is routinely uploading content on BULOG Business Instagram social media. The use of social media must be more creative and varied in creating content so that potential consumers are interested in the products being advertised. The weekly content produced can increase traffic on the website.

5) Interactive Content Marketing

The communications marketing sub-division routinely creates content that allows users to interact, such as games with prizes, polls, or other interactive experiences.

6) E-Commerce

E-Commerce is one of the digital marketing implementations carried out by the communications marketing sub-division to market products available at Perum BULOG. E-commerce services can enable consumers to access products and place orders from locations spread across Indonesia.

7) Becare

Becare is to build relationships with customers, the role of Perum BULOG marketing communications. BULOG is helping companies build close relationships with customers through responsive interaction in promotional activities. Public Company marketing communications. BULOG created a forum to interact with its customers with the name "BULOG Care" or what is usually abbreviated as "Becare".

### 3.2 Implementation of AISAS Theory of Digital Marketing at Perum BULOG

Digital marketing at Perum BULOG can involve various strategies to increase visibility, expand reach, and increase interaction with customers. The results of this research indicate that the Marketing Communications Sub Division of Perum BULOG applies the AISAS theory to the marketing communications digital advertising activities carried out.

Based on AISAS theory, a digital marketing strategy begins with attention, namely attracting the attention of the audience or potential consumers. The attention in question is when the public becomes aware of the social media accounts and websites used by Perum BULOG marketing to socialize certain programs or products offered. Accounts used in product marketing efforts must be able to attract the attention of the public, at least knowing the official account used by BULOG first. Based on the results of interviews conducted with the assistant manager for branding and social media, the Instagram Ads feature is a mainstay feature that can attract public awareness of special products and programs from Perum BULOG. The marketing communications sub-division of Perum BULOG uses the Instagram account @pangankita\_official in implementing Instagram Ads. Applying the term attention in AISAS theory requires creativity and consistency.

Interest is the second element of the AISAS theory. This is done by Perum BULOG marketing to attract the public to be more interested in the products they offer to the public. This stage is obtained after the marketing communications division can attract the attention of the audience. Innovation is really needed to attract the interest of the public so that it doesn't look monotonous. Based on the results of interviews with the assistant manager of branding and social media to attract public interest, namely making creative videos which contain daily messages and product promotions from Perum BULOG, this content is called JUMPOST,

## Implementation of AISAS Theory as Optimization of Digital Marketing at Perum BULOG

then creating interactive content that can create communication two-way between consumers and Perum BULOG. These things are considered capable of attracting public interest in Perum BULOG.

The third element in digital marketing communication strategy according to AISAS theory is search. This stage will be achieved when it can attract the attention and interest of the audience. In this case, business owners can make the public want to look for their business premises or the products they offer. This means that Perum BULOG marketing communications ensure that information about BULOG basic food products is easy to find and access. Optimize the Perum BULOG website for search engines and provide a content platform to answer common questions or potential customer needs. Apart from that, the sub division gives away to customers or followers of managed social media. The give away system involves creating content containing questions or other things that can invite customer interaction, then using the hashtags #BULOG #SEMBAKOMURAH to make it easier for the public to search for BULOG social media. The search element in the AISAS theory is also applied through influencer marketing, where BULOG marketing collaborates with influencers or someone who is influential on social media to promote products from Perum BULOG, so that they get higher attention and search from the public.

The fourth element of the AISAS theory applied by Perum BULOG marketing communications is Action, namely encouraging customers to take action by providing clear actions in the form of special offers, discounts or purchase promotions. Facilitate purchases such as shopping vouchers by providing easy transaction options both online and offline.

The final element in a digital marketing communication strategy based on AISAS theory is share. At this stage, Perum BULOG makes their audience or consumers share information related to the products being sold to other social media users. This stage is expected to encourage customers to share their experiences with BULOG products. Invite them to provide reviews, testimonials, or share content via social media. This can help expand your reach and build trust within the online community.

The application of AISAS theory in marketing basic food products at Perum BULOG can also involve digital marketing strategies such as online advertising campaigns, an active presence on social media, and the use of email marketing to send product information and promotions to customers. By using AISAS theory, Perum BULOG can design marketing campaigns that depict the consumer journey holistically, from generating attention to encouraging action and sharing positive experiences.

## IV. CONCLUSIONS

The role of marketing communications in digital marketing activities reflects the rapid evolution of the world of business and marketing which is increasingly shifting to the digital realm. In the current digital era, the products produced by Perum Bulog not only compete in the conventional market, but also in the online realm which is increasingly dominant. The types of digital marketing carried out by Bulog marketing are Content Marketing, Influencer marketing, Website Marketing, Interactive Content Marketing, Content Creation Weekly, and E-commerce. By applying AISAS theory in digital advertising, Perum BULOG can create targeted and effective journeys for consumers. This strategy helps create stronger relationships between brands and customers, increases online engagement, and ultimately increases the success of grocery product marketing campaigns. It is important to continuously monitor and evaluate campaign performance for appropriate adjustments to stay relevant in ever-changing market dynamics.

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## Implementation of AISAS Theory as Optimization of Digital Marketing at Perum BULOG

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