

Analysis of the Effectiveness of Instagram as a Media Promotion for Akkar Juice Bar Products

Rizky Ananda Putri, Novita Erma Kristanti*, Atris Suyantohadi

Department of Agroindustrial Technology, Faculty of Agricultural Technology
Universitas Gadjah Mada, Jl. Flora No.1 Bulaksumur 55281, Indonesia.

Email: novita_erma@ugm.ac.id*

Received: October-29-2023; Accepted: December-28-2023; Published: December-30-2023

Abstract

The number of internet users in Indonesia has been rising annually. A growing number of people are using social media including Instagram as a communication tool for digital marketing. Since the beginning of the company, Akkar Juice Bar has utilized Instagram to reach out to and interact with customers as well as to introduce its products. Using the CRI (Customer Response Index) with AISAS (Attention, Interest, Search, Action, Share) method, this study aims to measure Instagram's effectiveness as a promotional tool for Akkar Juice Bar. Based on the findings of this analysis, promotion recommendations are made. Instagram's effectiveness as a marketing medium is evaluated by a CRI calculation with a modified AISAS model. These calculations include CRI AIS of 77.17%, CRI AISS of 72.72%, CRI AIAS of 60.85%, and CRI AISAS of 57.34%. The four obtained CRI model values provide valuable information in general. To make the greatest impact of promotions, it is advised to use Instagram Ads for advertising, run consumer-driven campaigns and competitions, reward consumers who share, feature customer testimonial posts, and make posts more intense.

Keywords: AISAS, effectiveness, Instagram.

1. INTRODUCTION

The number of internet users in Indonesia has been increasing year by year. According to data from Datareportal (2023), as of January 2023, there were 213 million internet users in Indonesia, which has consistently risen over the past decade. One of the social media platforms widely accessed by internet users is Instagram, which is used as a platform for sharing information, sharing moments through photos and videos, and even for conducting business. According to Datareportal (2023), as of January 2023, Instagram is the second most widely used platform, with 86.5% of internet users aged 16 to 64 using Instagram, totaling 89.15 million users. By April 2023, Instagram has the potential to reach 1.63 billion users with advertising (Datareportal, 2023).

Based on Datareportal (2023), 36.5% of social media users in Indonesia primarily use social media as a tool to search for products for their purchases. With the large number of internet and social media users in Indonesia, along with easy and fast access, this presents an opportunity for businesses to market their products. Online marketing communication provides a broader and faster reach, as advertisers have plenty of space to provide information to potential customers at a lower cost than offline marketing communication (Krizanova et al., 2019).

Akkar Juice Bar is a healthy food and beverage business that uses Instagram as a promotional platform. Akkar Juice Bar is a culinary venture that provides healthy beverages and food such as cold-pressed juices, plant bae, smoothie glass, salad roll, smoothie bowl, salad bowl, and fruit bowl. Since its inception, Akkar Juice Bar has been leveraging Instagram to introduce its products and reach out and communicate with customers. The Instagram social media platform of Akkar Juice Bar makes it convenient for consumers and potential customers to access and stay updated on product and program-related information quickly. By June 2023, the Instagram account @akkarjuicebar has amassed approximately 5300 followers. Akkar Juice Bar is highly active in promotion on the Instagram social media platform, evidenced by the frequency of posts comprising photos and videos, totaling around 530 posts to date. Additionally, Akkar Juice Bar regularly shares information through Instagram stories and engages with consumers by reposting Instagram stories, commenting, and liking posts. However, the effectiveness of using Instagram as an online marketing platform for Akkar Juice Bar's products remains to be discovered.

Meanwhile, the Customer Response Index (CRI) can be used to determine weaknesses in marketing communication (Best, 2013). The CRI method can multiply awareness, consumer

comprehension, interest, purchase intentions, and purchasing actions. According to Ishikawa & Tsujimoto (2008) in Sugiyama & Andree (2011), consumer behavior, which used to follow the AIDMA model (Attention - Interest - Desire - Memory - Action), has changed to AISAS (Attention - Interest - Search - Action - Share). In the changing information environment, Dentsu recommends a new consumer behavior model called AISAS (Sugiyama & Andree, 2011). The modeling of AISAS is non-linear because each stage in AISAS can be skipped or repeated.

This research aims to measure the effectiveness of Instagram as a promotional medium for Akkar Juice Bar using the CRI AISAS method and provide promotion recommendations based on the analysis of Instagram's effectiveness for Akkar Juice Bar. This research was conducted by gathering primary data through interviews and questionnaire distribution and secondary data through a literature review. Questionnaires are distributed to individuals who follow or have visited and interacted with the Instagram account @akkarjuicebar, have purchased Akkar Juice Bar products, and are at least 17 years old.

2. MATERIAL AND METHODS

2.1 Materials and Tools

The materials used are data from the Content Validity Ratio (CVR) questionnaire and the final questionnaire, which includes identity information and questionnaire questions. The tools used are questionnaires and Microsoft Office.

2.2 Study Method

2.2.1 Population and Sample

The population is a general area consisting of objects and subjects determined by the researcher, where the area has specific qualities and characteristics (Sugiyono, 2016). The population in this study is unknown.

The sample is a part of the population, including characteristics and quantity (Sugiyono, 2016). From the existing population, a sample was taken using a non-probability sampling technique known as purposive sampling. Non-probability sampling is a technique for taking a sample without giving every member of the population an equal chance to be used as a sample (Sugiyono, 2016). According to Sugiyono (2018), purposive sampling is a technique for sample selection based on specific considerations. Sample selection in this study is limited to respondents who follow or have visited and interacted with the Instagram account @akkarjuicebar, have purchased from Akkar Juice Bar, and are at least 17 years old. The sample size used in this study referring to the Cochran formula written in Equation 1.

$$n = \frac{z^2 pq}{e^2} \quad (1)$$

Explanation:

n = Sample size

z = Value in the normal curve with a 5% margin (1.96)

p = Probability of success 50%

q = Probability of failure 50%

e = Margin of error 10% (Sugiyono, 2019).

Then, the calculation from the Cochran formula is written in Equation 2.

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.10)^2} \quad (2)$$

n = 96.04 rounded to 97

From this calculation, the minimum sample size is 97 respondents with a 10% margin of error. A 10% margin of error indicates a 10% possibility of an error rate within the sample, and 90% of the data from the sample is considered accurate (Wahyudi, 2017).

2.2.2 Data Collection

In this research, data collection was conducted through interviews, the distribution of questionnaires, and a literature review. Interviews were conducted with Akkar Juice Bar to obtain the information needed for the research. Data collection through questionnaires in this study was done online using Google Forms, which were distributed to respondents limited to those who follow or have

interacted with the Instagram account @akkarjuicebar, have made purchases from Akkar Juice Bar, and are at least 17 years old. The questionnaire distribution in this scope of research was conducted globally as the study aimed to assess Instagram's effectiveness in influencing consumers worldwide, both within and outside the Special Region of Yogyakarta (DIY). The distributed questionnaire was a closed-ended one containing various questions with a Guttman scale, allowing respondents to choose between "Agree" and "Disagree".

2.2.3 Data Analysis

a. Content Validity Ratio Test (CVR)

The Lawshe's Content Validity Ratio (CVR) test is a content validity test in research questionnaires used to measure the importance of specific items (Hendryadi, 2017). This test is conducted by asking panelists or experts to rate each questionnaire item as "Essential," "Essential but Not Useful," or "Not Essential." The calculation formula for CVR is written in Equation 3 as follows:

$$\text{CVR} = (n_e - (N/2)) / (N/2) \quad (3)$$

Explanation:

CVR = content validity ratio

n_e = number of panelists who answered "Essential"

N = total number of panelists

b. Validity Test

The validity test is a test that shows the level of validity of an instrument in the form of questions on a questionnaire by comparing the calculated r value and the table r value (Sitinjak et al., 2004). The validity test for Guttman scale statements is performed with a minimum sample size of 50 (Nazir, 2009 in Purwanto, 2018). The results of the Guttman scale questionnaire indicate that the response "Agree" is valued at 1 and "Disagree" is valued at 0 because the type of questionnaire used is dichotomous. The "Disagree" response is assumed to be an error value in this questionnaire. The validity test for the Guttman scale is conducted by calculating the scalability and reproducibility coefficients. The instrument is considered good if it has a scalability coefficient > 0.60 and a reproducibility coefficient > 0.90 (Singarimbun, 2018 in Adhefia et al., 2021). Here are the formulas for calculating the scalability coefficient as written in Equation 4 and the reproducibility coefficient in Equation 5.

$$K_r = 1 - \frac{e}{n} \quad (4)$$

$$K_s = 1 - \frac{e}{p} \quad (5)$$

Explanation:

K_r = reproducibility coefficient

K_s = scalability coefficient

n = total possible answers (number of questions \times number of respondents)

e = number of errors

p = expected number of errors

c. Reliability Test

Reliability testing is a measurement tool used to assess the consistency of responses in a questionnaire when measuring variables. A reliable result indicates the consistency of an individual's responses to the given questionnaire items (Nugraha, 2022). Reliability testing in the Guttman scale is performed by calculating the KR-20 value using the formula in Equation 6.

$$K_r = \left(\frac{n}{n-1} \right) \left(\frac{S^2 - \sum pq}{S^2} \right) \quad (6)$$

Explanation:

K_r = reliability

p = proportion of subjects who answered correctly

q = proportion of subjects who answered incorrectly

pq = Sum of the product of p and q

n = number of items

S = standard deviation (square root of variance)

In the assessment of reliability, an instrument can be considered reliable if it has a coefficient of reliability (KR) value greater than 0.70 (Fraenkel, Wallen, & Hyun, 2012 in Yusup, 2018).

d. Customer Response Index (CRI)

According to Best (2013), effective marketing communication efforts can begin with building awareness and understanding messages between customers and business actors. The CRI model is shown in Figure 1.

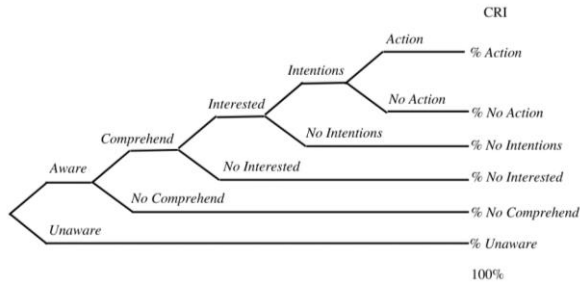


Figure 1. CRI Model

The CRI model in this study refers to previous research by Febrianto (2018), and the CRI model is modified using the AISAS concept, resulting in the following four models:

1. CRI AISAS

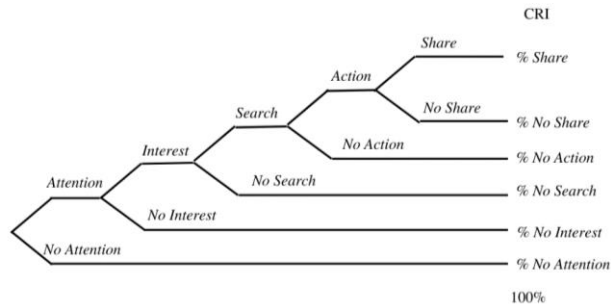


Figure 2. CRI AISAS

In this concept, the formula for calculating CRI is as follows:

$$\text{CRI AISAS} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{Action} \times \text{Share}$$

$$\text{Consumer no share} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{Action} \times \text{No Share}$$

$$\text{Consumer no action} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{No Action}$$

$$\text{Consumer no search} = \text{Attention} \times \text{Interest} \times \text{No Search}$$

$$\text{Consumer no interest} = \text{Attention} \times \text{No Interest}$$

$$\text{Consumer no attention} = \text{No Attention}$$

2. CRI AISS

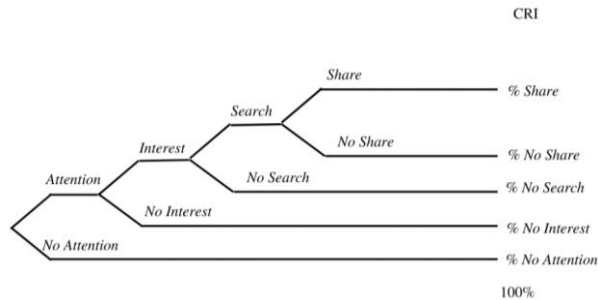


Figure 3. CRI AISS

In this concept, the formula for calculating CRI is as follows:

$$\text{CRI AISS} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{Share}$$

$$\text{Consumers no share} = \text{Attention} \times \text{Interest} \times \text{Search} \times \text{No Share}$$

$$\text{Consumers no search} = \text{Attention} \times \text{Interest} \times \text{No Search}$$

Consumers no interest = Attention × No Interest
 Consumers no attention = No Attention

3. CRI AIAS

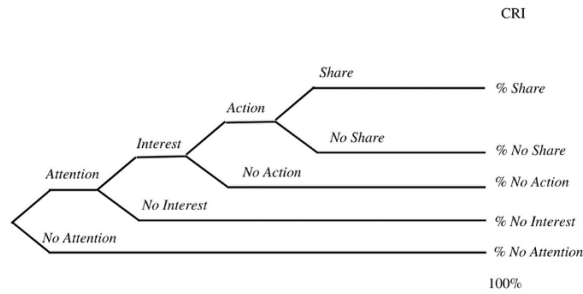


Figure 4. CRI AIAS

In this concept, the formula for calculating CRI is as follows:

CRI AIAS = Attention × Interest × Action × Share
 Consumers no share = Attention × Interest × Action × No Share
 Consumers no action = Attention × Interest × No Action
 Consumers no interest = Attention × No Interest
 Consumers no attention = No Attention

4. CRI AIS

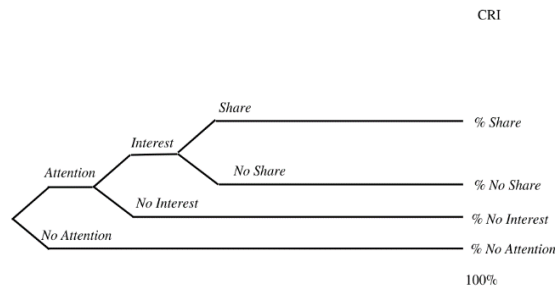


Figure 5. CRI AIS

In this concept, the formula for calculating CRI is as follows:

CRI AIS = Attention × Interest × Share
 Consumers no share = Attention × Interest × No Share
 Consumers no interest = Attention × No Interest
 Consumers no attention = No Attention

From the CRI calculation with AISAS modification, the CRI values can be classified in Table 1 as follows:

Range of values (%)	0 – 39.99	40.00 – 59.99	60.00 – 79.99	80.00 - 100
Classification	Less	Average	Good	Very Good

Source: Jun et al. (2021).

The four CRI models have a hierarchical relationship depicting four possible consumer response processes. These consumer responses can then be used as a plan for marketing communication that can capture the hearts of consumers, thus creating a clear path to achieving purchases and building consumer reach (Sugiyama & Andree, 2011). The differences between the four CRI models lie in consumer response. From these CRIs, the results of consumer responses can be understood using the non-linear AISAS marketing communication concept, allowing us to identify at which stage consumers are not responding significantly from

the four models, thus providing recommendations for evaluating and improving marketing communication response.

3. RESULTS AND DISCUSSION

3.1 Content Validity Ratio (CVR)

The CVR (Content Validity Ratio) test was conducted by distributing questionnaires to 8 panelists, comprising three panelists from the Agricultural Industrial Technology lecturers at UGM who have an understanding of marketing in the field and five panelists from Akkar Juice Bar (Owner/Managing Director, Finance Director, Commercial Associate, Commercial Manager, Customer Service). When analyzing the CVR test results, there is a minimum standard value based on the number of evaluators or subject matter experts (SME) used. According to Lawshe (Bashoor and Supahar, 2018), the minimum standard CVR for eight panelists is a minimum value of 0.75. The CVR test results indicate that out of 17 questions, two questions have values below 0.75, thus deemed invalid. These invalidated questions are discarded and not included in the research questionnaire.

3.2 Validity Test

The validity test is conducted on the questionnaire responses of sample respondents to determine the validity of the measurement instrument used in the study. In this test, a sample of 50 respondents is used. The validity test results for statements with a Guttman scale in this research questionnaire are declared valid because they have a reproducibility coefficient of 0.91 and a scalability coefficient of 0.82.

3.3 Reliability Test

The reliability test assesses the consistency of the measurement instrument used in the research questionnaire. The calculation of KR-20 resulted in a reliability coefficient (KR) of 0.739. This value is > 0.70 , indicating that the instrument is reliable.

3.4 Respondents Characteristics

From 104 respondents in this study, the age distribution of the respondents is as follows 61.5% of the respondents are aged 17-25 years, 32.7% are aged 26-35 years, and 5.8% are aged 36-45 years. The gender distribution of the respondents is 83.7% female and 16.3% male. Based on occupation, 38.5% of the respondents are students, 20.2% work as entrepreneurs, 12.5% are self-employed, 5.8% work as private employees, and 23% have other occupations such as PNS, freelancers, illustrators, homemakers, and content creators. Among the respondents, 50% are domiciled in Sleman, 19.2% in Yogyakarta City, 14.4% in Bantul, and the rest in other areas. Out of the respondents, 40.4% first heard about Akkar Juice Bar from recommendations by friends or relatives, and 38.5% of first-time consumers learned about Akkar Juice Bar through Instagram.

3.5 Calculation of Customer Response Index

The Customer Response Index (CRI) in this research is used to determine the responses given by consumers from the questionnaire distributed to 104 respondents. The percentage of responses from respondents classified in the AISAS model is presented in Table 2.

Table 2. Percentage of AISAS Questionnaire Responses

No	Variable	Response	Percentage
1	<i>Attention</i>	<i>Attention</i>	89.74%
		<i>No Attention</i>	10.26%
2	<i>Interest</i>	<i>Interest</i>	94.47%
		<i>No Interest</i>	5.53%
3	<i>Search</i>	<i>Search</i>	94.23%
		<i>No Search</i>	5.77%
4	<i>Action</i>	<i>Action</i>	78.85%
		<i>No Action</i>	21.15%
5	<i>Share</i>	<i>Share</i>	91.03%
		<i>No Share</i>	8.97%

Source: Processed Data (2023)

The percentage results in the CRI model show that out of all respondents who paid attention, it was 89.74%, indicating that respondents paid attention to the activities carried out by Instagram @akkarjuicebar in their efforts to introduce products and branding. The percentage of respondents interested after seeing the activities on Akkar Juice Bar's Instagram was 94.47%. At the interest stage, interest arises as a response from those who previously paid attention to activities such as posts and other actions carried out on Akkar Juice Bar's Instagram. 94.23% of respondents conducted further information searches about Akkar Juice Bar on Instagram. Subsequently, 78.85% of respondents took action by deciding to purchase Akkar Juice Bar products after learning information from Instagram. Furthermore, 91.03% of respondents shared information about Akkar Juice Bar with relatives, friends, or family via Instagram.

Based on the percentage data from the AISAS questionnaire responses, calculations for CRI AISAS were performed using four modified models as follows:

1) CRI AISAS Model

Table 3. Calculation of CRI AISAS Model

No	Variable	Formulation	Calculation	Result
1	<i>AISAS</i>	$Attention \times Interest \times Search \times Action \times Share$	$89.74\% \times 94.47\% \times 94.23\% \times 78.85\% \times 91.03\%$	57.34%
2	<i>No Share</i>	$Attention \times Interest \times Search \times Action \times No Share$	$89.74\% \times 94.47\% \times 94.23\% \times 78.85\% \times 8.97\%$	5.65%
3	<i>No Action</i>	$Attention \times Interest \times Search \times No Action$	$89.74\% \times 94.47\% \times 94.23\% \times 21.15\%$	16.90%
4	<i>No Search</i>	$Attention \times Interest \times No Search$	$89.74\% \times 94.47\% \times 5.77\%$	4.89%
5	<i>No Interest</i>	$Attention \times No Interest$	$89.74\% \times 5.53\%$	4.96%
6	<i>No Attention</i>	<i>No Attention</i>	10.26%	10.26%

Source: Processed Data (2023)

The value generated from CRI AISAS is 57.34%. This indicates that there is still 42.66% that requires action to improve to reach an optimal CRI of 100%. From 42.66%, 10.26% of respondents showed no attention towards Akkar Juice Bar's Instagram activities, resulting in a loss of 10.26% of responses. Additionally, 5.53% of respondents had no interest, leading to a loss of 4.96% of responses. Furthermore, 5.77% of respondents did not search, causing a loss of 4.89% of responses. Moreover, 21.15% of responses had no action, resulting in a loss of 16.90% of responses. Finally, 8.97% of responses did not share, leading to a loss of 5.65% of responses.

2) CRI AIAS Model

Table 4. Calculation of CRI AIAS Model

No	Variable	Formulation	Calculation	Result
1	<i>AIAS</i>	<i>Attention × Interest × Action × Share</i>	89.74% × 94.47% × 78.85% × 91.03%	60.85%
2	<i>No Share</i>	<i>Attention × Interest × Action × No Share</i>	89.74% × 94.47% × 78.85% × 8.97%	6%
3	<i>No Action</i>	<i>Attention × Interest × No Action</i>	89.74% × 94.47% × 21.15%	17.93%
4	<i>No Interest</i>	<i>Attention × No Interest</i>	89.74% × 5.53%	4.96%
5	<i>No Attention</i>	<i>No Attention</i>	10.26%	10.26%

Source: Processed Data (2023)

The value generated from CRI AIAS is 60.85%. This indicates that there is still 39.15% that requires action to improve to reach an optimal CRI of 100%. From 39.15%, 10.26% of respondents showed no attention towards Akkar Juice Bar's Instagram activities, resulting in a loss of 10.26% of responses from the respondents. Additionally, 5.53% of respondents had no interest, causing a loss of 4.96% of responses. In this model, respondents did not go through the search stage. Furthermore, 21.15% of responses had no action, which led to a loss of 17.93% of responses, and 8.97% of respondents not sharing caused a loss of 6% of responses.

3) CRI AISS Model

Table 5. Calculation of CRI AISS Model

No	Variable	Formulation	Calculation	Result
1	<i>AISS</i>	<i>Attention × Interest × Search × Share</i>	89.74% × 94.47% × 94.23% × 91.03%	72.72%
2	<i>No Share</i>	<i>Attention × Interest × Search × No Share</i>	89.74% × 94.47% × 94.23% × 8.97%	7.17%
3	<i>No Search</i>	<i>Attention × Interest × No Search</i>	89.74% × 94.47% × 5.77%	4.89%
4	<i>No Interest</i>	<i>Attention × No Interest</i>	89.74% × 5.53%	4.96%
5	<i>No Attention</i>	<i>No Attention</i>	10.26%	10.26%

Source: Processed Data (2023)

The value generated from CRI AISS is 72.72%. This indicates that there's still 27.28% that requires action to improve and reach an optimal CRI value of 100%. Within this 27.28%, 10.26% of respondents showed no attention to Akkar Juice Bar's Instagram activities, resulting in a loss of 10.26% in responses. 5.53% of respondents had no interest, leading to a loss of 4.96% in responses. Additionally, 5.77% of respondents didn't engage in searching, causing a loss of 4.89% in responses. In this model, respondents didn't progress to the action stage. Furthermore, 8.97% of respondents not sharing caused a loss of 7.17% in responses.

4) CRI AIS Model

Table 6. Calculation of CRI AIS Model

No	Variable	Formulation	Calculation	Result
1	<i>AIS</i>	<i>Attention × Interest × Share</i>	89.74% × 94.47% × 91.03%	77.17%
2	<i>No Share</i>	<i>Attention × Interest × No Share</i>	89.74% × 94.47% × 8.97%	7.61%
3	<i>No Interest</i>	<i>Attention × No Interest</i>	89.74% × 5.53%	4.96%
4	<i>No Attention</i>	<i>No Attention</i>	10.26%	10.26%

Source: Processed Data (2023)

The value generated from the AIS CRI is 77.17%. This indicates that there's still 22.83% that requires action to improve the CRI value to its optimal level of 100%. Within this 22.83%, 10.26% of respondents did not pay attention to Akkar Juice Bar's Instagram activities, resulting in a loss of 10.26% of responses from these respondents. Additionally, 5.53% of respondents had no interest, causing a loss of 4.96% in responses. In this model, respondents did not go through the search and action phase. Furthermore, 8.97% of respondents did not share, leading to a loss of 7.61% of responses from these respondents.

Table 7. Summary of CRI Measurement Results

	AISAS	AIAS	AISS	AIS
	57.34%	60.85%	72.72%	77.17%
	More than	More than	More than	More than
<i>No Share</i>	5.65%	6%	7.17%	7.61%
<i>No Action</i>	16.90%	17.93%		
<i>No Search</i>	4.89%		4.89%	
<i>No Interest</i>	4.96%	4.96%	4.96%	4.96%
<i>No Attention</i>	10.26%	10.26%	10.26%	10.26%

Source: Processed Data (2023)

The data shows that the promotional efforts of Akkar Juice Bar using the social media platform Instagram with the CRI AISAS model fall within the 'Average' category, with values 57.34% between 40.00% and 59.99%. The CRI AIAS, CRI AISS, and CRI AIS models are also categorized as 'Good,' with values between 60.00% and 79.99%. These results can be considered effective since the percentage values for the CRI AISAS, CRI AIAS, CRI AISS, and CRI AIS models are in the 'Average' and 'Good' categories and are more significant than the respective percentages for 'no share,' 'no action,' 'no search,' 'no interest,' and 'no attention.' Based on these findings and the promotion activities conducted by Akkar Juice Bar on Instagram, the Instagram account can be classified as being in the intermediate stage, as the effectiveness falls within the 'Average' and 'Good' categories. Furthermore, it is still in the growth phase, and therefore, it can be further optimized to achieve a very high level of effectiveness.

3.6 Recommendations

The results of CRI AISAS show that the "no action" stage has the highest value compared to the stages of "no attention," "no interest," "no search," and "no share." Consequently, prospective consumers tend to go through the stages of attention, interest, search, and only a few proceed to the action stage of purchasing the product. This is because Akkar Juice Bar is still a developing product striving to enhance its presence in the food and beverage industry. Word-of-mouth reviews play a significant role in convincing consumers to take action in purchasing the product. Word-of-mouth communication is created through a cycle involving the elements of search and sharing as active, spontaneous, and intentional actions (Sugiyama & Andree, 2011). Moreover, increasing the motivation of potential consumers to buy the product is crucial, considering Akkar Juice Bar's unique offering of cold-pressed juice, which aligns with the "Start Small for our Health and Planet" campaign. Additionally, implementing ad recall is essential to build the brand image of Akkar Juice Bar for greater recognition and consumer trust. Ad recall is the most influential variable in Instagram advertising, impacting purchase intentions through daily photo or video updates, thus nurturing purchasing interest (Reynaldo et al., 2019). Currently, Akkar Juice Bar is conducting promotions through collaborations with influencers, communities, other products, exhibition events, and paid ads for specific posts. Here are some recommendations to enhance consumer action behavior in purchasing the product.

Table 8. Alternative Recommendations
Alternative Recommendations

Word of mouth communication	It is recommended to schedule paid content through Instagram Ads with specific targeting based on consumer criteria who have the potential to be interested in Akkar Juice Bar. It is advised to run campaigns or challenges on Instagram involving consumers.
Motivating consumers	It is recommended to display testimonial posts from loyal customers of the product to motivate the audience to take action. Providing rewards through points or discounts on their next purchase to customers who share posts, stories, or reviews about Akkar Juice Bar on Instagram. Utilizing Instagram's live feature to interact directly with Instagram audiences interested in Akkar Juice Bar.
Add recall	It is suggested to increase the frequency of posts with daily updates so that the audience can easily remember the Akkar Juice Bar brand compared to similar brands.

The recommendation can be used as an alternative to improve customer communication with active responses from the Instagram audience and to target the appropriate audience. The industry will gain insights into online marketing communication on Instagram that has been carried out so far, allowing them to identify areas for improvement and enhancement to optimize their marketing communication.

4. CONCLUSIONS

The result of measuring the effectiveness of Instagram as a promotion medium for Akkar Juice Bar using a modified CRI AISAS model yielded a CRI AIS value of 77.17%, CRI AISS of 72.72%, and CRI AIAS of 60.85%, indicating an effectiveness rating in the "Good" category. Furthermore, the CRI AISAS value of 57.34% falls into the "Average" effectiveness category. CRI AIS has the highest value, where consumer behavior response patterns begin with attention and interest and end with sharing. Overall, the results from the four CRI models obtained are effective. Recommendations for promotion strategies on the Instagram account @akkarjuicebar include advertising through Instagram Ads, conducting campaigns and challenges involving consumers, rewarding consumers for sharing, showcasing customer testimonial posts, and increasing the frequency of posts.

REFERENCES

- Adhefia, U.S., Ambayoen, M.A., Kusuma, B.A., 2021. The effectiveness of Instagram @abangsayurorganik as a Marketing Media (In Bahasa: Efektivitas Instagram @abangsayurorganik sebagai Media Pemasaran). *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)* 5(4), 962-973. doi: 10.21776/ub.jepa.2021.005.04.1.
- Bashooir, K., Supahar, 2018. Validity and Reliability of Science Literacy Performance Assessment Instruments STEM-Based Physics Lessons (In Bahasa: Validitas dan Reliabilitas Instrumen Asesmen Kinerja Literasi Sains Pelajaran Fisika Berbasis STEM). *Jurnal Penelitian dan Evaluasi Pendidikan* 22(2), 219-230. doi:10.21831/pep.v22i2.19590.
- Best, R.J., 2013. *Market-Based Management: Strategies for Growing Customer Value and Profitability*, Seventh ed. Prentice Hall, New Jersey.
- Datareportal, 2023. *Digital 2023: Global Overview Report*. <<https://datareportal.com/>> (Accessed on 10.06.23).
- Febrianto, G.H., 2018. Consumer Satisfaction and the Effectiveness of Using Instagram as a Marketing Media for "Atelier Hanabira" Florist Products (In Bahasa: Kepuasan Konsumen dan Efektivitas Penggunaan Instagram sebagai Media Pemasaran Produk "Atelier Hanabira" Florist). Thesis. Universitas Gadjah Mada, Yogyakarta.

- Hendryadi, 2017. Content Validity: The Early Stages of Questionnaire Development (In Bahasa: Validitas Isi: Tahap Awal Pengembangan Kuesioner). *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT* 2(2), 169-178. doi:10.36226/jrmb.v2i2.47.
- Jun, W., Li, S., Gonzalesc, E.D.S., Weiyi, H., Litao, S., Zhang, Y, 2021. Evaluation of Precision Marketing Effectiveness of Community E-Commerce – An AISAS Based Model. *Sustainable Operations and Computers*, 200-205. doi:10.1016/j.susoc.2021.07.007.
- Krizanova, A., Lăzăroiu, G., Gajanova, L., Kliestikova, J., Nadanyiova, M., Moravcikova, D, 2019. The Effectiveness of Marketing Communication and Importance of Its Evaluation in an Online Environment. *Sustainability* 11, 7016. doi:10.3390/su11247016.
- Nugraha, B., 2022. Statistical Test Development: Implementation of Multiple Linear Regression Method with Consideration of Classical Assumption Test (In Bahasa: Pengembangan Uji Statistik: Implementasi Metode Regresi Linier Berganda dengan Pertimbangan Uji Asumsi Klasik). Penerbit Pradina Pustaka, Sukoharjo.
- Purwanto, 2018. Techniques for Preparing Validity and Reliability Test Instruments for Sharia Economic Research (In Bahasa: Teknik Penyusunan Instrumen Uji Validitas dan Reliabilitas untuk Penelitian Ekonomi Syariah). Staia Press, Magelang.
- Reynaldo., Venia., Siaputra, H., 2019. The Influence of Instagram Social Media Ads on the Purchase Intention of Surabaya People in W Bali – Seminyak (In Bahasa: Pengaruh Iklan Media Sosial Instagram Terhadap Purchase Intention Masyarakat Surabaya di W Bali – Seminyak). *Jurnal Hospitality dan Manajemen Jasa* 7(2).
- Sitinjak, T., Durianto, D., Sugiarto., Yunarto, H.I., 2004. Consumer Matrix Model to Create Superior Customer Value (In Bahasa: Model Matriks Konsumen untuk Menciptakan Superior Customer Value). PT Gramedia Pustaka Utama, Jakarta.
- Sugiyama, K., Andre, T., 2011. *The Dentsu Way*. McGrawHill, New York.
- Sugiyono, 2016. Educational Research Methods Quantitative, Qualitative, and R&D Approaches (In Bahasa: Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D). Alfabeta, Bandung.
- Sugiyono, 2018. Quantitative, Qualitative, and R&D Research Methods (In Bahasa: Metode Penelitian Kuantitatif, Kualitatif, dan R&D). Alfabeta, Bandung.
- Sugiyono, 2019. Quantitative, Qualitative, and R&D Research Methods (In Bahasa: Metode Penelitian Kuantitatif, Kualitatif, dan R&D). Alfabeta, Bandung.
- Wahyudi, S.T., 2017. Economic Statistics Concept, Theory and Application (In Bahasa: Statistika Ekonomi Konsep, Teori dan Penerapan). UB Press, Malang.
- Yusup, F., 2018. Test the Validity and Reliability of Quantitative Research Instruments (In Bahasa: Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif). *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan* 7(1), 17-23.