

Digital Marketing Communication Strategy of Instagram@Tekun.id In Increasing Brand Awareness

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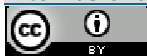
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ABSTRACT

The purpose of this study is to explain the implementation of digital marketing communication strategies carried out by Tekun by utilizing the @tekun.id Instagram account through the AISAS (Attention, Interest, Search, Action, and Share) model. The research method employs a descriptive qualitative approach, utilizing data collection techniques such as observation, documentation, in-depth interviews, and literature review. The object of research is the Instagram account @tekun.id, with seven informants and three sources to explore and analyze digital marketing strategies in depth. The results pointed out that Tekun succeeded in increasing brand awareness through the application of the AISAS model. At the attention phase, Tekun attracts audiences with structured content and various media that convey religious messages. Meanwhile, in the interest phase, partnering with local influencers and creating content that aligns with the company's brand image helps to spark interest. In addition, in the search phase, Tekun prioritizes making information easily accessible through website links and the use of relevant hashtags. At the Action stage, clear instructions and exclusive promotions encourage purchase, while at the Share stage, focus on product quality, incentives for positive testimonials, and handling negative feedback are done constructively.

INTRODUCTION

The marketing world system has changed recently due to the information technology revolution. This change affects the marketing communication methods that were originally carried out by distributing brochures and advertising in the mass media, now integrated in the digital world. This phenomenon includes a move from the physical environment to the digital world, from offline to online interaction, from real space to cyberspace, accompanied by changes in the mindset and behavior of members and users (Panggabean et al., 2024). This paradigm shift is very important, because without this change, the effectiveness of digital marketing communications cannot be fully realized (Suwatno, 2018).

Marketing communication is an approach that involves various disciplines, integrating models and concepts from communication science with marketing. This approach results in a new field of study known as marketing communication. Marketing communication activities involve the use of a communication approach with the intention of sending company information to the intended target market (Priansa, 2017; Akbar, 2023). According to Diniati et al (2022). Companies utilize digital media to distribute information, enabling their target market to access, comprehend, and effectively use this information. Rachmadi (2022) explains that digital marketing channels continue to increase by 137%, and 500% of brands have now also used digital marketing. The percentage is anticipated to keep increasing as a greater number of individuals engage and dedicate more time to online activities. In his research, Rahmat (Rahmat, 2021) concluded that the use of online advertising in Marketing 4.0 is an effective way to communicate with consumers. In fact, the benefits of using online advertising as a marketing strategy help develop several industrial sectors.

The primary focus of this research is the transition of the Covid-19 pandemic to an endemic phase, which has significant implications for the existing marketing communication framework. Additionally, the shift from traditional marketing methods to digital approaches has become essential in the current landscape. Consequently, the researchers aim to explore how @tekun.id adapts to these evolving circumstances and identifies effective marketing communication strategies to enhance brand awareness for its products and the company as a whole.

The consequences of the Covid-19 pandemic have had a substantial impact on the economic sector. According to a survey carried out by the Central Bureau of Statistics (BPS) in 2020, it was found that 82.85% of businesses experienced an impact due to the Covid-19 coronavirus pandemic. The accommodation and F&B (food and beverage) sector recorded the worst decline in revenue, at 92.47%. Along with that, the transportation and warehousing sector, construction sector, manufacturing industry, and trade also experienced a significant decline in revenue, reaching 90.90% (BPS, 2021).

This data was obtained by BPS through a survey conducted on 34,559 business actors in the period July 10-26, 2020. Data collection was carried out using the computer-assisted web and self-interviewing (CASWI) approach, an online survey method (Nurhaliza, 2021). However, economic conditions in 2023

have improved, especially in the food and beverage sector. Roy Nicholas Mandey, who serves as chairman of the Indonesian Retailers Association (Aprindo), revealed that the lifting of the Restriction on Community Activities (PPKM) will have a significant impact on the growth of the food and beverage business sector.

According to data published by the Central Bureau of Statistics (BPS), household consumption increased by 4.31 percent compared to the previous year and contributed 51.6 percent to the overall economy. The food and beverage sector also had an important contribution in this regard, accounting for around 37.8 percent of this contribution. Projections suggest that by 2023, the portion of food and beverages in the Index of Real Sales (IPR) will rise to 40 percent, up from the earlier range of 37 percent to 38 percent (Anggela, 2023; Alalwan, 2017). This is partly due to the use of digital marketing by product and service providers in which consumers also use their social media to access digital marketing used by various companies providing these products and services. Pratama (2020) argues that the emergence of social media has connected everyone into a new digital world without borders. In fact, Nasrullah (2021) explains that although companies manage social media, content is produced and processed by the audience itself, where the presence of the audience can provide and influence the activity, sentiment, and expansion of company or institution promotions.

Instagram is a social media platform on the internet that allows users to show themselves, socialize, collaborate, disseminate information, communicate, and create social relationships online. An effective strategy in introducing products to customers is through the use of marketing communication platforms such as Instagram, because the use of this social media has increased significantly during the pandemic period. Annual data from Hootsuite (We Are Social) showing an increase in social media use throughout the epidemic provides evidence to this reality (Kemp, 2022; Dwivedi, 2021).

Based on the researcher's review of the observations, companies need to keep innovating to meet the challenges they encountered in weathering the COVID-19 pandemic. This is related to changes in people's consumption behavior patterns during the pandemic that tend to increase digital usage, with more consumers utilizing online delivery to meet their needs. This change in consumption style also impacts the marketing structure, supply chain, and production process; therefore, the food and beverage industry need to be proactive in designing innovations. (Indonesia, 2021).

Digital marketing asserts that the use of diverse social media platforms in the marketing communication process requires innovation as well. The right strategy is needed so that branding goals are achieved and right on target, because many F&B companies have experienced a decrease in revenue and brand existence, and not a few companies have suffered huge losses during the pandemic due to the inability to adapt and not having the right marketing communication strategy (Putra, 2025). This is the background of the research; the marketing world system has changed recently due to the information technology revolution. This change affects the marketing communication methods that were originally carried out by distributing brochures and advertising in the mass

media, now becoming integrated in the digital world. This phenomenon includes a move from the physical environment to the digital world, from offline to online interaction, and from real space to cyberspace, accompanied by changes in the mindset and behavior of members and users. The paradigm shift is critical because without it, digital marketing communications cannot reach their full potential (Suwatno, 2018).

Marketing communication is an approach that involves various disciplines, integrating models and concepts from communication science with marketing. This approach results in a new field of study known as marketing communication. Marketing communication activities involve the use of a communication approach with the intention of sending company information to the intended target market (Priansa, 2017; Barger, 2016). Based on the results of the researcher's observations, the condition of the object under study related to the Digital Marketing Communication Strategy through Instagram social media in Increasing Brand Awareness and Customer Engagement, Tekun has persistently used digital platforms, especially Instagram with the @tekun.id account, as a strategy to carry out marketing communication. In addition to providing information about products, sales, and promotions, Instagram is used to build a relationship between customers or followers and the business, enhancing Tekun's reputation as a beverage brand. This conclusion is based on preliminary observations of Instagram @tekun.id, which included examining the quantity of likes and interactions in the comments section.

PT Tekun Karya Indonesia is an iced coffee milk and Thai tea beverage company from Garut known by the brand "Tekun." Established in 2019, Tekun uses Instagram as its promotional media.

Based on the results of observations and analysis of the @tekun.id Instagram account, it was found that during the Covid-19 pandemic until 2023, the @tekun.id Instagram account, which has 113,000 followers, follows 179 accounts, and has posted 1,083 times (data as of 06 May 2023), remained active in promoting content in the form of advertisements, infographics, questions, and other posts through feeds, reels, and Instagram stories. Data on the number of followers of the @tekun.id Instagram account provided by Ghofar Hilman shows growth as recorded in the table below:

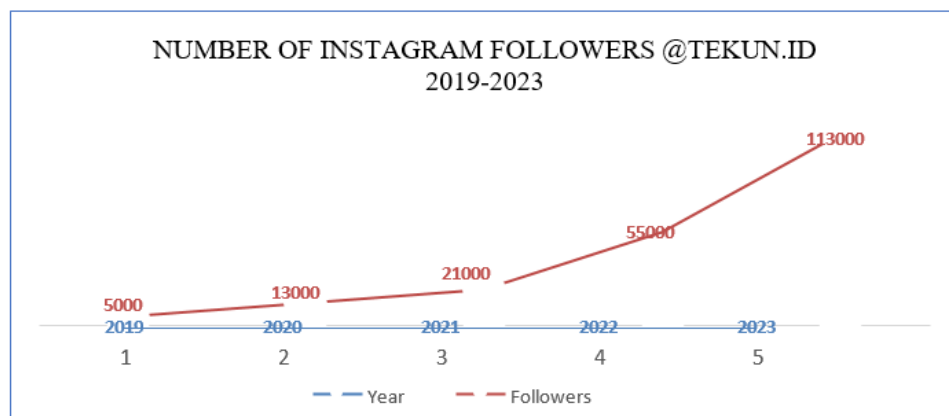


Figure 1. Chart of Tekun followers in 2019-2023

Source: @tekun.id

Researchers also discovered that postings from @tekun.id consistently receive interactions indicating that followers are interested in the stuff they have published. In light of these results, the researcher is curious about the tactics used by Tekun on Instagram, using the account @tekun.id, to sustain and boost consumer interaction with the Tekun brand and raise brand awareness during a transitional phase.



Figure 2. Tekun's Instagram Display
Source: Instagram @tekun.id, 2023

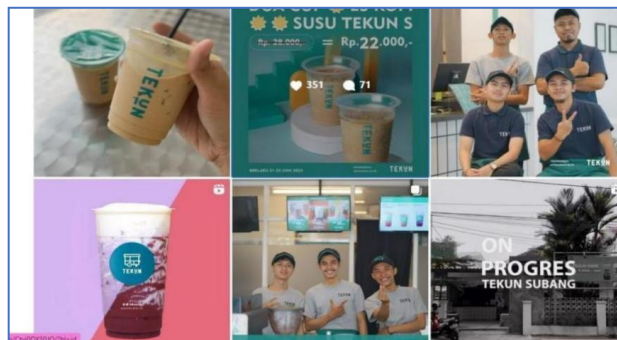


Figure 3. Tekun's Instagram Display
Source: Instagram @tekun.id, 2023

According to the findings of the analysis performed by researchers, the challenges encountered by companies for survival during the Covid-19 period necessitate ongoing innovation for businesses to adapt. This pertains to alterations in individuals' consumption behavior patterns throughout the pandemic that often boost digital usage, as more consumers rely on online delivery to fulfill their needs. This shift in consumption habits also affects marketing frameworks, supply networks, and production methods; thus, the food and beverage sector must take initiative in developing innovation (Indonesia, 2021).

This research uses the AISAS model to support qualitative research methods. The AISAS model in this study focuses on the strategies used by Tekun to increase brand awareness and also customer engagement. With this model, researchers questioned whether this model is effective in helping increase brand awareness of Brand Tekun. AISAS (Attention, Interest, Search, Action, and Share) is a model designed to approach target audiences effectively by observing evolving behavioral changes, especially in connection with advances in internet

technology. During the attention phase, consumers focus on the products, services, or ads that are available. In the meantime, the interest phase reveals the consumer's curiosity about the product, prompting the urge to seek additional information regarding it (search). Once they have collected information, consumers will carefully assess the product and decide on their course of action (Action) (Sugiyama et al, 2010).

By discussing product details with others or posting them online, consumers turn into information distributors (sharing) (Meilyana, 2018). The AISAS model comprises five dimensions, one of which is attention, representing the focus that potential customers direct towards products as influenced by electronic channels. Secondly, interest, which is the curiosity generated by a product. This interest is seen as passive, meaning that if a consumer is interested in an advertisement, service, or product, they will inevitably take the initiative to seek out more information about it. Of course, if consumers are interested in an advertisement, service, or product, they will naturally seek out additional information about it. Search is the stage in which consumers actively seek information and inquire about the product. Action refers to the phase of physical engagement with the product through making a purchase. Finally, share, indicating the phase in which consumers spread information by offering suggestions about the items they have purchased to others (Norma et al, 2022; Ji, 2022).

The research conducted by researchers is relevant to several previous studies, including research with the title *"Rebel Together as Madformakeup's Digital Marketing Communication Strategy amid the Covid-19 Pandemic"*. This research reviews changes in marketing communication strategies implemented by businesses to maintain business continuity during the pandemic. This research aims to understand how Madformakeup implements marketing communication strategies to increase sales during the pandemic by utilizing their Instagram social media platform. The results showed that Madformakeup has implemented changes in their marketing communication strategy during the pandemic period by shifting the focus from products to community building through Rebel Together content delivered through Instagram social media in the form of donation programs, T-shirt competitions, digital brand marketing, and creating daily activity content to strengthen and develop the brand user community and increase the level of consumer loyalty to the brand (Julianti et al, 2020).

Another pertinent study is entitled *"Digital Marketing Communication Strategy as a Catalyst for Tourism Village in Wonosobo Regency, Central Java Province"*. The study examines the strategies employed by the Wonosobo Regency Culture and Tourism Office to boost tourist arrivals in the digital age. This research aims to explore the approach of the DISPARBUD (Culture and Tourism Agency) of Wonosobo in handling digital marketing communications to enhance tourism opportunities in Wonosobo. The findings of this study indicate that to boost visit numbers, DISPARBUD of Wonosobo Regency created a marketing mix and a digital marketing communication response model by organizing cultural events and establishing a POKDARWIS (Tourism Awareness Group) that works with tourism agencies both inside and outside of Wonosobo, responsible for building

connections with media partners and promoting through content uploads on social media platforms such as Facebook and Instagram to capture public interest (Kurnianti, 2018; Sulaiman, 2023).

Based on the background above, researchers conducted research on "Instagram @tekun.id Digital Marketing Communication Strategy in Increasing Brand Awareness.

LITERATURE REVIEW

Digital marketing communication has transformed the way organizations build relationships with consumers by integrating digital platforms into marketing communication activities. Social media, particularly Instagram, provides organizations with opportunities to disseminate information, present visual content, interact directly with audiences, and monitor consumer responses. Conceptualize social media marketing strategy as a set of strategic activities that organizations develop through social media platforms to communicate and create value with target audiences (Li et al, 2021). In this context, Instagram is not merely a promotional channel but also functions as an interactive communication environment in which brands can develop content, encourage audience engagement, and strengthen relationships with consumers. Previous research confirms that Instagram has become an important medium in digital marketing because it can function as a marketing communication channel, increase brand awareness, stimulate consumer engagement, and provide data that can support marketing decision-making (Watajdid et al., 2021). Research on marketing communication strategies through Instagram also demonstrates that the use of informative and educational content, interactive communication, publicity, promotional activities, and audience engagement can contribute to increasing brand exposure and awareness (Utomo et al, 2024). Therefore, the effectiveness of digital marketing communication through Instagram can be understood not only from the frequency of promotional content but also from how strategically the brand manages content, interaction, visual identity, and audience engagement.

Brand awareness represents an important component of brand equity because it reflects consumers' ability to recognize or recall a brand in particular situations. Aaker (1991) explains brand awareness as the ability of a potential buyer to recognize or recall that a brand belongs to a particular product category. Similarly, Keller (1993) positions brand awareness within customer-based brand equity through two major dimensions, namely brand recognition and brand recall. In the context of Instagram, these dimensions can be strengthened through consistent visual identity, relevant and informative content, repeated brand exposure, and active interaction with followers. Recent studies examining Instagram-based marketing have found that strategic use of visual content, Instagram features, and audience interaction can support the development of brand awareness (Susanti et al, 2024; Setya et al., 2024). Accordingly, the Instagram account @Tekun.id can be examined as a digital marketing communication channel through which the organization constructs brand recognition and recall among its target audience. This perspective provides a theoretical basis for analyzing how content strategy, message delivery, visual

presentation, interaction, and other Instagram features are utilized by @Tekun.id to increase brand awareness.

METHODOLOGY

The method used in this research uses a descriptive method with a qualitative approach. The model used is Dentsu's AISAS by paying attention to the dimensions of Attention, Interest, Search, Action and Share (Sugiyama et al, 2010). Here, in-depth interviews, documentation, literature reviews, and observation were used as data-collection techniques. The main data was obtained from interviews with five main informants who are Tekun employees and two supporting informants who are Tekun consumers, and three resource persons consisting of two practitioners and one academic, supported by direct observation and literature review to obtain information related to the implementation of the AISAS model in the digital marketing communication strategy @tekun.id on Instagram. The main data was obtained from interviews with five main informants who are Tekun employees and two supporting informants who are Tekun consumers, and three resource persons consisting of two practitioners and one academic, supported by direct observation and literature review to obtain information related to the implementation of the AISAS model in the digital marketing communication strategy @tekun.id on Instagram.

After collecting enough data as a basis for research, the next step is to analyze the data (Luthfiyah, 2022). The researcher reduces the data that has been collected to ensure that the data provides a clear description and facilitates analysis. Following that, the collected data was presented in a variety of formats, including summaries, charts, and linkages between categories. In the final stage, the researcher draws conclusions based on the research questions posed earlier.

RESEARCH RESULT AND DISCUSSION

The results of this study indicate that the application of the AISAS model (Attention, Interest, Search, Action, and Share) by Tekun in digital marketing communication strategies is effective in increasing brand awareness with a holistic approach and focuses on several key dimensions. The application of the AISAS (Attention, Interest, Search, Action, Share) model in digital marketing communication strategy by Tekun.id aims to increase brand awareness through Instagram. The AISAS model aims to assist businesses in engaging with audiences that have evolved as a result of technological advancements.

Tekun's application of the AISAS model (Attention, Interest, Search, Action, Share) in its digital marketing communication strategy through Instagram @Tekun.id shows an integrated and effective approach in increasing brand awareness. This research reveals how each element of the AISAS model contributes to building strong brand awareness among audiences. The following is an in-depth review of Tekun's strategy on each element of AISAS

Attention

Attention is a crucial first step in building brand awareness. In a competitive market, attracting audience attention is a challenge. Tekun implements several strategies to attract audience attention, as follows:

1. Well-designed and responsive plan: Tekun develops a regular content upload schedule, which ensures consistency and regularity in message delivery. With good planning, Tekun can capitalize on specific moments to capture the audience's attention.
2. Media Variety: Instagram's content includes not only images but also video and audio. This variety helps to capture the attention of audiences who have different preferences in consuming content.
3. Instagram as a Dakwah (Religious Propagation) Media: With strong religious branding, Tekun utilizes Instagram not only for product promotion but also to spread religious messages. This strengthens the emotional connection with the audience.
4. Event Sponsorship: Sponsoring events and participating in food bazaars helps Tekun attract more attention, which is then displayed on Instagram.
5. Storytelling and Interactive Content: Content that tells the journey of the product and company, as well as interactive content such as quizzes, opens up communication opportunities between Tekun and its followers.
6. Holistic, Creative and Responsive Approach: This approach ensures that all aspects that affect brand awareness are considered, creating a consistent and relevant brand experience.

With these strategies, Tekun succeeded in capturing the audience's attention and building an emotional connection that can increase customer loyalty. This planned and responsive approach is also in line with the findings that consistency in content planning and media variety increases brand appeal and relevance.

Interest

After attracting attention, the next step is to arouse the audience's interest. Tekun employs several strategies to achieve this, as follows:

1. Displaying Religious Content Matches the Company's Image: The content presented reflects Tekun's religious image, which attracts customers not only through the products but also the values.
2. Avoiding Controversial Content: Tekun actively avoids content that may cause controversy, such as SARA (Religious, Ethnic and Racial Issues) and pornography, to maintain a positive image of the company.
3. Collaborating with Local Influencers: Collaborating with local influencers boosts engagement and expands access to a more specific target market.
4. Focusing on Product Benefits and Advantages. Every content created emphasizes the benefits and advantages of the product, so that customers can choose products according to their needs.
5. Not Comparing Products with Other Brands. Tekun carefully decides to concentrate on their own brand and offerings, steering clear of comparisons that might result in disputes.

Tekun also applies the concept of a timeline of attention-grabbing scenarios by changing the message at regular intervals. Surprise elements in the content, such as color branding changes, help maintain audience interest. With this approach, Tekun succeeds in generating customer interest and maintaining content relevance.

Search

The search element covers the various ways in which audiences seek more in-depth information about the products or services offered. In this context, Tekun implements several effective strategies to make it easier for audiences to find information:

1. **Link in Instagram Bio:** Tekun places a link to its official website in its Instagram bio. This makes it easy for followers to find more information about Tekun's products and store locations. This way, audiences can quickly access the information they need without having to look elsewhere.
2. **Interesting Caption and Description:** Every content uploaded by Tekun is accompanied by an engaging and curious caption. By using questions or statements that spark curiosity, Tekun encourages followers to slide or read further, thus increasing engagement with the content.
3. **Trend Utilization.** Tekun consistently keeps up with current trends in content and product development: For example, when a certain product goes viral, Tekun strives to present a similar product with their signature modifications. This not only makes their content relevant, but also catches the attention of audiences who are looking for information on the latest trends.
4. **Exclusive Promotions and Content Teasers:** Tekun offers exclusive promotions of an urgent nature and short content teasers. This way, they create curiosity among followers, encouraging them to seek more information about the upcoming product.
5. **Highlight and Hashtag Features:** Tekun utilizes the highlight feature on Instagram to manage product-related information regularly. In addition, the consistent use of hashtags such as #selalutekun and #sahabattekun makes it easier for followers to connect and seek more information about the products presented.
6. **Interactive Content:** Tekun also presents interactive content, such as quizzes and Q&As, which not only attract attention but also encourage followers to actively participate. This creates a more immersive experience for the audience and increases their likelihood of seeking more information.

Tekun facilitates audiences to find information by placing links to websites in Instagram bio, using intriguing captions, and following trends. Interactive content such as quizzes also encourages audiences to seek more information.

Action

After catching attention and generating interest, the next step is to encourage the audience to take the expected action, such as doing a purchase or registration. Tekun employs several strategies to drive this action:

1. **Clear Instructions:** Tekun consistently provides clear and unequivocal instructions on each of its interactive content. This way, followers can easily follow the steps required to perform the desired action, such as making a purchase or participating in a contest.
2. **Consistent Hashtags and Taglines.** Consistent use of hashtags helps followers to tag and find related content easily. It also strengthens Tekun's brand identity on social media.

3. Special Campaigns on Specific Events. Tekun capitalizes on the momentum of special events, such as holidays or product launches, to attract audience attention. By offering special discounts or promotions during these events, Tekun can encourage new customers to make purchases.
4. Application of the FOMO (Fear of Missing Out) Technique. The FOMO technique is used to create a sense of urgency among the audience. By offering limited-time offers or exclusive access, Tekun manages to grab consumers' attention and encourage them to take immediate action.
5. Grab and Fast concept. This concept is applied to encourage consumers to make purchases quickly. By presenting products efficiently and quickly, Tekun creates a pleasant experience for customers, which in turn encourages them to repurchase.

Tekun encourages audiences to take action through clear instructions, the use of FOMO (Fear of Missing Out) techniques, and special campaigns on specific events. Promotional offers and discounts are also used to create urgency and drive purchases.

Share

The Share element emphasizes the importance of encouraging audiences to share positive experiences, which can strengthen marketing and extend the reach of the message. According to the studies conducted by researchers, to enhance brand awareness during the Share stage, Tekun implements the following strategies:

1. Focusing on Product and Service Quality: Tekun puts product and service quality as the top priority. By providing a pleasant shopping experience, customers are more likely to share their positive experiences on social media. This not only increases customer satisfaction but also encourages them to tag @tekun.id in their posts, which directly extends the reach of the brand's message.
2. Taking advantage of Word of Mouth: Tekun regularly harnesses the power of word of mouth (WOM) by creating a domino effect of customer testimonials. Positive experiences shared by customers can spark interest from other audiences, thus increasing brand awareness organically. This strategy is particularly effective in building trust among potential customers, as recommendations from friends or family are often more trusted than traditional advertising.
3. Giving incentive for Positive Testimonials: Tekun diligently incentivizes customers who provide positive testimonials. This way, customers feel valued and motivated to share their experiences. These incentives can be discounts, gifts, or attractive loyalty programs, which in turn can increase customer engagement and encourage more people to share their positive experiences.
4. Doing Direct Communication to Handle Negative Testimonials: Tekun also employs a direct communication strategy to address negative testimonials. By responding openly and constructively to customer complaints, Tekun not only improves the experience of dissatisfied customers but also demonstrates their commitment to good service. This approach can turn a negative

experience into a positive one, which in turn encourages customers to give better testimonials.

5. Implementing Satisfactory After-Sales Service: By providing good support after purchase, Tekun can build long-term relationships with customers. This not only increases the likelihood of customers to return but also encourages them to recommend Tekun to others.
6. Applying for Referral and Incentive Programs. By rewarding customers who successfully invite friends or family to try Tekun products, companies can effectively expand their market reach.

To encourage audiences to share positive experiences, Tekun focuses on product quality and good service. Incentives are given to customers who provide positive testimonials, while negative testimonials are handled with a constructive approach to improve the customer experience.

The following is the implementation model of the AISAS Tekun model in increasing *Brand Awareness*:

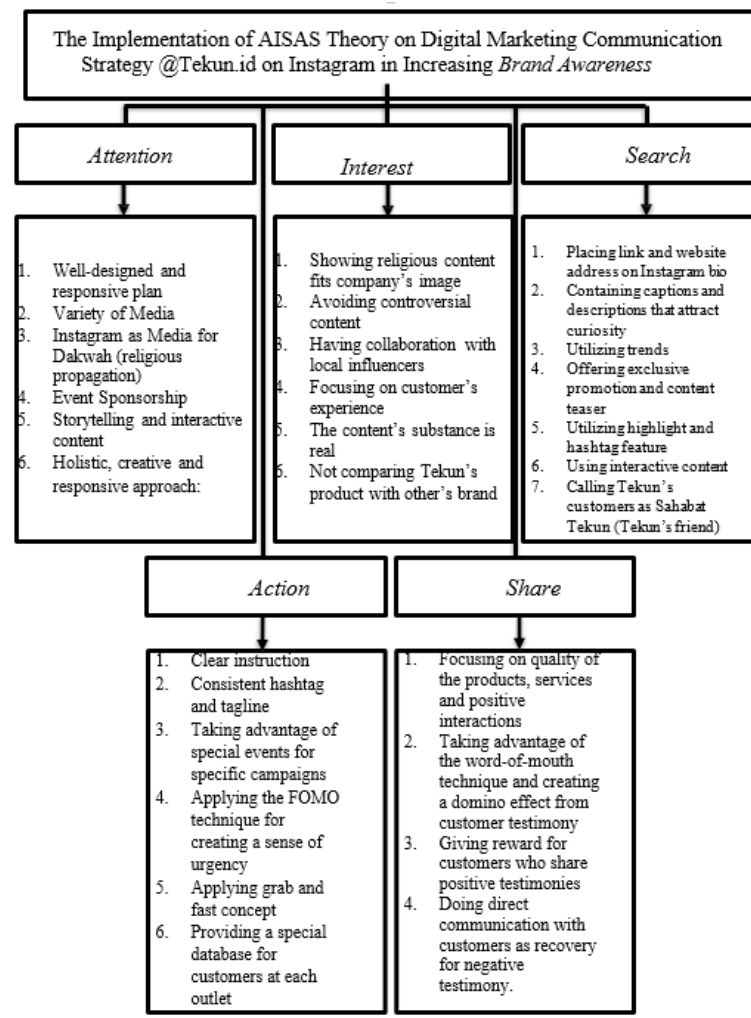


Figure 4. AISAS model @Tekun.id in increasing brand awareness

Source: Research results, 2023

Tekun's structured and responsive approach aligns with a strategy that prioritizes engaging content and creative elements to strengthen brand awareness. This comprehensive approach allows Tekun to effectively manage

brand awareness, attract attention, generate interest, facilitate information seeking, encourage action, and encourage the sharing of positive experiences among their audience.

The results suggest that the utilization of local celebrities, emotional material, and a prompt response to unfavorable feedback are shown to improve brand awareness. This study also supports previous findings that emphasize the importance of interactive content, positive WOM from reference programs, and after-sales services in building customer loyalty (Wibowo, 2024; Kudadiri, 2024). However, promotion or gift-based strategies must be balanced with an emphasis on product quality so that consumers are interested not only in promotions.

In addition, statements from resource persons corroborated the research results by highlighting the importance of content selection, quick interaction with customers, and incentive programs in triggering positive word of mouth. This research is also in line with previous studies that show that social media, especially Instagram, is an effective tool to increase brand awareness. Customer engagement, managing negative testimonials, and after-sales service are key in building brand trust and reputation (Kudadiri et al., 2024).

Overall, this research confirms that an integrated and responsive approach in applying the AISAS model and cross-communication concept can significantly increase brand awareness in both commercial and non-commercial sectors.

Tekun Media Team's strategy of utilizing Instagram @tekun.id to increase brand awareness has proven to be effective. By combining incentives, rewards, and a quick and transparent response to negative testimonials, Tekun managed to encourage consumers to actively share positive experiences on social media. This strategy does not only increase brand awareness but also build closer relationships with customers through various interactive activities. Challenges in content creation related to religious product imagery and changes in social media platform algorithms were met with careful adaptation, thus maintaining the quality and effectiveness of the marketing strategy. The success of this approach is reflected in the increasing number of positive testimonials, repeat orders, and positive impact on brand reputation.

CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this research shows that the application of the AISAS (Attention, Interest, Search, Action, Share) model by Tekun in its digital marketing communication strategy on Instagram has proven effective in increasing brand awareness. Through a holistic approach that focuses on several key dimensions, Tekun succeeds in attracting audience attention with relevant and creative content, maintaining interest through product value that matches audience needs, and facilitating information search with informative content and SEO optimization.

Tekun also successfully drives audience action with clear messaging and attractive incentives and builds strong relationships with customers through managing positive and negative testimonials. The results of this study support the importance of interactive content, quick response to customers, and incentive

programs in building customer loyalty. In addition, this research confirms that an integrated and responsive strategy can significantly increase brand awareness in both commercial and non-commercial sectors.

Overall, Tekun's Instagram strategy improved brand exposure while also strengthening consumer relationships through participatory activities. This success is reflected in the increase of positive testimonials and repeat orders, although challenges in content creation and changes in social media algorithms are still faced with careful adaptation.

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