ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan strategi komunikasi pemasaran akun Instagram *@dglorybakery* dalam menarik minat beli konsumen. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis penelitian menggunakan model komunikasi pemasaran AISAS (*Attention, Interest, Search, Action, Share*). Hasil penelitian menunjukkan bahwa D'Glory Bakery telah menerapkan strategi komunikasi pemasaran melalui Instagram sesuai dengan tahapan AISAS. Pada tahap *Attention*, D'Glory Bakery menarik perhatian konsumen melalui konten visual yang menarik dan dukungan *Brand Ambassador*. Tahap *Interest* dibangun melalui penyampaian informasi produk, promosi, harga, dan layanan *delivery*. Pada tahap *Search*, konsumen mencari informasi melalui akun Instagram, *Highlights*, dan *Direct Message* (DM). Tahap *Action* ditunjukkan melalui keputusan konsumen melakukan pembelian secara langsung maupun *online*, sedangkan tahap *Share* terlihat dari konsumen yang membagikan pengalaman melalui media sosial atau memberikan rekomendasi kepada orang lain (*word of mout*h). Penelitian ini menyimpulkan bahwa strategi komunikasi pemasaran melalui akun Instagram *@dglorybakery* dengan penerapan model AISAS mampu menarik minat beli konsumen. Penyajian konten yang menarik, informasi yang lengkap, komunikasi yang responsif, serta pemanfaatan *Brand ambassador* dan testimoni pelanggan berkontribusi dalam meningkatkan kepercayaan serta memperluas jangkauan promosi D'Glory Bakery.

Kata Kunci: Strategi Komunikasi Pemasaran, Instagram, Model AISAS, Minat Beli, Konsumen, D'Glory Bakery.

ABSTRACT

This study aims to identify and describe the marketing communication strategy implemented through the Instagram account @dglorybakery to attract consumers' purchase intention. This study employed a qualitative descriptive approach, with data collected through interviews, observations, and documentation. The data were analyzed using the AISAS (Attention, Interest, Search, Action, Share) marketing communication model. The findings show that D'Glory Bakery has implemented its marketing communication strategy through Instagram based on the AISAS model. At the Attention stage, D'Glory Bakery attracts consumers through engaging visual content and the support of a Brand Ambassador. The Interest stage is developed by providing information about products, promotions, prices, and delivery services. At the Search stage, consumers seek further information through the Instagram account, Highlights, and Direct Messages (DM). The Action stage is reflected in consumers' decisions to make purchases either directly at the store or online, while the Share stage is demonstrated by consumers sharing their experiences on social media or recommending D'Glory Bakery to others through word-of-mouth. This study concludes that the marketing communication strategy implemented through the Instagram account @dglorybakery, based on the AISAS model, is able to attract consumers' purchase intention. Engaging content, comprehensive information, responsive communication, as well as the use of a Brand ambassador and customer testimonials contribute to increasing consumer trust and expanding the promotional reach of D'Glory Bakery.

***Keywords**: Marketing Communication Strategy, Instagram, AISAS Model, Purchase Intention, Consumers, D'Glory Bakery.*