ABSTRAK

Penelitian ini bertujuan untuk mengetahui penerapan komunikasi pemasaran digital melalui akun Instagram *@warunghasturi* berdasarkan model AISAS *(Attention, Interest, Search, Action, Share)* dalam meningkatkan loyalitas pelanggan, serta mengidentifikasi faktor-faktor pendukungnya. Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan usaha kuliner di Kota Kisaran, sehingga Warung Hasturi dituntut memiliki strategi komunikasi pemasaran digital yang efektif untuk mempertahankan dan memperluas basis pelanggannya. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Informan ditentukan melalui teknik *purposive sampling*, terdiri dari pemilik usaha, admin Instagram, pekerja, *followers*, dan konsumen Warung Hasturi. Data dikumpulkan melalui observasi, wawancara terstruktur, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis data interaktif. Hasil penelitian menunjukkan bahwa komunikasi pemasaran yang diterapkan Warung Hasturi telah sesuai dengan seluruh tahapan model AISAS. Tahap *attention* dibangun melalui konten visual yang menarik dan bahasa promosi yang humoris. Tahap *interest* terbentuk melalui konsistensi unggahan makanan,suasana outlet,testimoni dan interaksi aktif di kolom komentar tahap *search* tercermin dari pencarian informasi lanjutan oleh konsumen. Tahap *action* terlihat dari tingginya kunjungan dan pembelian langsung. Serta tahap *share* terwujud melalui kebiasaan konsumen membagikan pengalaman melalui Instagram *Story*. Empat faktor pendukung loyalitas pelanggan yang teridentifikasi adalah konsistensi pengelolaan konten, kreativitas dan keragaman konten, interaksi dua arah, serta promosi dan informasi produk yang informatif. Adapun hambatan yang ditemukan bersifat teknis, yaitu keterbatasan jam operasional yang menyebabkan penumpukan kunjungan pada malam hari akhir pekan.

Kata Kunci: Komunikasi Pemasaran , Model AISAS, Warung Hasturi, Media Sosial.

ABSTRACT

This study aims to examine the implementation of digital marketing communication through the Instagram account @warunghasturi based on the AISAS model (Attention, Interest, Search, Action, Share) in enhancing customer loyalty, as well as to identify its supporting factors. The study is motivated by the increasingly tight competition among culinary businesses in Kisaran City, requiring Warung Hasturi to adopt an effective digital marketing communication strategy to retain and expand its customer base. This research employed a qualitative approach with a descriptive method. Informants were selected using purposive sampling, consisting of the business owner, Instagram admin, employees, followers, and customers of Warung Hasturi. Data were collected through observation, structured interviews, and documentation, then analyzed using an interactive data analysis technique. The findings indicate that the marketing communication implemented by Warung Hasturi aligns with all stages of the AISAS model: the attention stage was built through eye-catching visual content and humorous promotional language. The interest stage emerged through consistent posting and active interaction in the comments section the search stage was reflected in consumers seeking further information the action stage was evident from the high frequency of visits and direct purchases and the share stage was realized through customers' habit of sharing their dining experiences via Instagram Stories. Four factors supporting customer loyalty were identified: consistency in content management, creativity and content diversity, two-way interaction, and informative product promotion. A technical constraint was also found, namely limited operating hours causing a buildup of visits on weekend evenings.

Keyword: Marketing Comunication, AISAS Model, Warung Hasturi, Social Media.