

Understanding the AIDA Model in Marketing Small Business in the Digital Age: Opportunities and Challenges

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Abstract

Understanding small business marketing strategies in the technology era is very helpful for large and small business drivers. So, through this study, we have understood the AIDA marketing model among MSME drivers, primarily through document and literature searches in various publications, including books, scientific journals, and other publications related to the issues of the AIDA model and marketing of small business products. We cannot do that much data, up to 100 books, without going through a data analysis process that involves coding the data, evaluating interpretations, and drawing valid conclusions to answer the current question. Based on the results of the study and discussion, it can be concluded that the understanding and application of the AIDA marketing model for marketing MSME products and services in the digital era is very profitable; This model approach also has advantages and also drawbacks.

Keywords

Understanding; AIDA model; MSME Marketing; the era of digital technology



I. Introduction

MSMEs play a role as heroes of the country's economy. This is reflected in the National Long-Term Development Plan 2005-2025, which states that to strengthen the intensity of the state one of the improvement approaches is to strengthen the domestic economy by considering the advantages of each region (Deb et al., 2022). One way to understand this strategy is to promote community small businesses. To achieve excellence, SMEs can take advantage of innovations proliferating today. The innovation in question is the web and online entertainment. Online entertainment jobs that can be used today are starting to move. In the beginning, web-based entertainment was considered a part of the mode of correspondence between people, but nowadays, it has become an essential part of the business world. Hassan et al., 2015) revealed that data-based small business media play a powerful new advertising instrument in the business world, including small businesses or MSMEs. Online technology offers a great strategy to promote correspondence (Eagleman, 2013). Online entertainment shows using applications make web-based entertainment and fulfill traditional promotions. Displaying the exercises via an internet-based application allows a concerted effort between the subsequent correspondence and its client. One of the models in correspondence uses the correspondence hypothesis, which is called the AIDA model, an abbreviation that alludes to Attention, Interest, Desire, and Action (Hassan et al., 2015). The AIDA model has been generally applied to storefront systems.

A review directed by (Hassan et al., 2015) distinguishes that one in every five small businesses does not have an online promotion and marketing approach. This data processing method is critical to ensure the use of attractive web-based media for business or promotional purposes. Therefore, private businesses need to have well-crafted plans and appropriate techniques when utilizing online entertainment (Zhdanova et al., 2019). The emergence of interpersonal organization, online networking, online video and email, web journals, and meetings provided the ability to convey data more quickly than has been possible in recent memory.

Observing the advantages of the AIDA model of business product marketing has aroused the minds of writers and enthusiasts of marketing strategies in the digital era to research and develop the process of promoting business products in a way that is easily understood by readers (Petit et al., 2011). To address the challenges and harness the opportunities offered by digital technologies during this crisis, participants shared a concern to recognize and protect digital rights in particular around the areas of privacy and inclusion (Hariati, 2021). This can be interpreted as internet users in Indonesia belongs to the category of digital natives group (Gunawan, 2020). Of course, it will also help small business implementers to learn the potential of their products and then be able to market content, including MSME products. In addition, the advantages possessed by the promotion of this AIDA model (Lee & Hoffman, 2015). This is very inspiring and influences the mindset of consumers after seeing the display shown online by this business driver, making the AIDA-based marketing model a model that moves attention so that it is finally able to invite buyers or consumers to buy products displayed in online-based marketing content (Ullal & Hawaldar, 2018).

This is a marketing model that is desired by the authors of the theory of developer theory and marketing application theory in data, so based on the advantages and the desire to enrich the vehicle of thought and experience on how to run AIDA model-based marketing in the global era, this study finally decided to research and examine it more deeply in the form of evidence of field studies that have successfully raised business people to quickly promote the products they have (Pashootanzadeh & Khalilian, 2018) so that all the conveniences that are owned by digital-based applications will add to the scientific treasures, which will not only be helpful for academic experts but the most important thing is that it can be applied by parties, especially business drivers, especially those who are at the bottom line, namely MSMEs in Indonesia, so finally we writers want to get more severe and profound happiness, the hours and also the obstacles and opportunities and opportunities obtained from the application of the AIDA model to promote and market products and services from Indonesian MSMEs (Montazeribarforoushi et al., 2017).

II. Research Method

Next, we will describe the procedure for carrying out this study by adhering to the goal of getting a deep understanding of the AIDA model in small business marketing activities by utilizing digital applications that are seen from the perspective of opportunity and the hands of business drivers when they have to use a marketing strategy based on data called the AIDA model (Korstjens & Moser, 2018). For this purpose, we designed this study in qualitative data design by utilizing electronic data searches in many applications such as books, magazines, scientific publications, and all forms of literature sources that discuss marketing model issues, especially Aida in small business in the technology era (Stacey, 2019). From more than 100 books that we found sources of information after

carefully selecting, we finally found 50 relevant publications that answer the problems and hypotheses of this study.

The study technique involves a data coding system, evaluates the data critically, and involves in-depth interpretation of the data. Finally, we can decide which part is relevant to answering the study problem (Alhojailan, 2012). This study wholly obtained secondary data where we no longer went into the field but only relied on searching on the Google engine, especially on publications published between 2010 and 2022 with publication categories such as Google Scholar and such as Emerald Limited publishers, Elsevier's, Taylor and Francis, and several domestic publications in domestic journals (Carcary, 2020). As for reporting the results, we chose the literature review matrix study, where we followed the guidelines of previous studies that discussed online marketing issues in qualitative studies, as well as the meteorological and material exposure that we did to complete this scientific study, starting with the formulation of the problem until the final report.

III. Results and Discussion

3.1 Results

a. The History of the Emergence of AIDA

AIDA was first introduced by Wijaya, (2015) from America. Elmo Lewis was a pioneer in advertising and sales. He explained that there are three steps in advertising that must be understood, namely, the primary mission of advertising is to attract readers so that they see the ad. The next step is that readers are interested in the ad created (Rehman et al., 2014). Then the next step is to convince the reader so that trust appears, and the goal is to take action (purchase). However, another opinion is that the founder of AIDA marketing is Frank Hutchinson Dukesmith because he came up with the concept 20 years earlier than E. St. Elmo Lewis. Although it is a legacy of classic marketing concepts, many companies still widely use AIDA today. Especially in digital marketing, sales strategy, and marketing communication. This is because the AIDA formula in identifying consumer behavior is very relevant today (Song et al., 2021).

AIDA is a formula that we can use as a benchmark when we want to market a product. The formula will guide every person in business and marketer in increasing their sales, starting from attracting the attention of potential customers to inviting these potential customers to buy products (Fortenberry & McGoldrick, 2020). So, what exactly is AIDA itself? What are the formulas, and how to apply them in a business? Well, on this occasion, we will discuss more AIDA in a marketing strategy to increase our sales. So, AIDA is a marketing strategy that can identify every cognitive stage experienced by a person in the purchase process for a product or service. This marketing strategy will explain how buyers with a process that already consists of several stages before they finally make a purchase. According to The Balance Careers, Elias St. Elmo Lowis, a pioneer in advertising and sales in the United States, was the first to take this approach. In 1899, Lewis talked about how to get the public's attention when they provide information, thereby turning them into customers.

Furthermore, in 1909 it was developed and became a strategy to attract attention, arouse interest, persuasively, and convince every potential customer. This is almost the same as AIDA's marketing strategy, widely used in all countries. AIDA stands for awareness or attraction, interest or interest, desire or desire, and action or action. So, how do we run this marketing strategy? Here is the explanation (Li & Yu, 2013).

b. How to Execute AIDA Marketing Strategy Is

After we know together about the basic understanding of AIDA marketing, we already know that four main elements must be thoroughly understood in AIDA marketing. As a businessman, we can apply this understanding well in the marketing process of the product to be promoted (Copley, 2015, November). So if we are observant, then actually, AIDA is one of the marketing concepts that already exist in a marketing concept because the concept of AIDA itself is not something new. In various conventional marketing concepts, we can observe how the concept of AIDA has been repeatedly modified by implementing or carrying out various combinations of modern marketing strategies. From there, we can see that this AIDA strategy can provide success in selling a product or service. If we have used professional marketing services, marketing agents, or advertising services to promote the products, we will see how they have applied this AIDA concept in various marketing strategies for their clients. We need to learn and practice this AIDA marketing concept in a business (Daabes & Adballa, 2016).

c. Awareness

To stand out through web-based entertainment tends to start when choosing a name for a web-based entertainment account (Florès, 2014). Choose a name that gets considered. It tends to be done in two places to stand out: Be the most horrendously terrible or be awesome. To stand out should also be possible by showing the photos in the storefront area. For example, the storefront area on Facebook is on the profile picture and cover image. Become a follower of other virtual entertainment accounts (Twitter/Facebook) to make yourself/your business known to others. Follow celebrities/organizations. In this development, we are a loner and also effectively give positive reactions (comments) to posts from accounts you follow (your friends). For example, every time a post from a note that we follow (your best friend), you have to hurry to answer. For example, assuming Indonesia's post, we reply, "Congratulations, sir. If we do this consistently, we will soon be recognized by that person's relatives through the words." The item's 120-second reaction so people will talk about it. A touch of contention in getting people to comment on the posts. For example, posting a photo of a woman wearing a star's hijab on the edge of a cliff as if she is leaving. Bounce what will be sold is the hijab, but it is starting to be fought over with a photo foundation (Ala-Krekola, 2021).

While making a promoting message that will be shown to likely clients, the advertising group should have the option to make an eye-catching showcase. The objective is that the Brand is better known by expected clients or the event of brand mindfulness. Typically, imagination contains incongruous, provocative, and valuable messages. What does imaginary copywriting content resemble? (Atherton, 2019); title is attractive, the video is attractive, intriguing pictures, exact substance format, rings that clients can recall and the proper bulletin advertisement.

What is more, balance is additionally required in the substance since, supposing that it is excessively fascinating, it can darken the message of the genuine substance. An illustration of AIDA in a showcasing message; Just at Walmart: square melons, Dealer Joe's apples: \$1 per kilo, Purchase 2 pizzas, get one free.

d. Interest

After definitely standing out, the following stage is to get interested. To do this, we should have the option to pass on, to be specific: what we need, what our assets are, and what we need. It may be finished by writing in the portrayal segment (Wibawa & Maradona, 2022). Give precise data about the items, which incorporates a concise

portrayal of their fundamental elements, costs, and pictures. This is compulsory! One of the upsides of computerized media is the capacity to incorporate total data about item subtleties. Rather than standard techniques, shop partners should retain the subtleties of every item/administration to be advertised. Envision assuming there are many sorts of items; there will be plausible that the shop colleague neglected to make sense of the nitty-gritty data about the item/administration. Item pictures should be applicable/unique and introduced from an alternate point. Photographs of item/administration pictures do not need just gander at the front; use them from different sides (points). This will affect the engaging quality of likely purchasers. If, with the above methodology, we accept we can draw into consideration of clients, then, at that point, the following stage in applying the AIDA model is that we should have the option to keep up with client interest (Baker, 2012).

The promoting objective in this subsequent stage is accomplished on the off chance that the client is effectively engaged with the notice through an interest in the item or administration advertised. Through this second stage in AIDA, generally, an advertiser should have the option to break down to figure out whom the objective publicizing objective is, what is critical to them, what their necessities are, and what arrangements can be presented through the item or administration (Immroth & Lukenbill, 2007). Usually, this sort of logical data can be acquired by advertisers through web investigation apparatuses or web-based entertainment like Google Analytics or Facebook Analytics. An illustration of the second period of AIDA is the point at which a client generally visits the site and uses articles about power bank audits; perhaps the client intends to purchase a power bank. In the interim, the appropriate use of copywriting in this subsequent stage is shown by composing the initial 300 words in appealing web copywriting. That way, we can keep up with client interest (Bueno & Gallego, 2018).

e. Desire

To get desire, we can do it by making a slogan that can make a longing and interest to purchase. For this situation, while doing advancements through photographs likewise convey the advantages and impacts of utilizing the items advertised (Hassan et al., 2015). Give unique advancements, get one, the early request gets markdown/reward, etc. Update virtual entertainment "posts on the divider" consistently. Screen remarks and input from adherents and answer rapidly. Offer great pre-deal client care. At the same time, the third period of the AIDA model is about want. It manages the substantial buy expectation of the possibility. In copywriting itself, there are three models for creating want in clients, including the need to make sense of how the item can take care of client issues; show client tributes that have been demonstrated to help clients, show item benefits, an instance of composing copywriting about weight reduction items, they ought to show photographs when the client is as yet fat and after the client is flimsy. By applying these means, potential clients should rest assured to purchase the item; Need to make sense of how the item can take care of client issues; Show client tributes that have been demonstrated to help clients; Show item benefits; An instance of composing copywriting about weight reduction items, we ought to show photographs when the client is as yet fat and after the client is flimsy. By applying these means, potential clients should rest assured of purchasing the item (Gupta et al., 2019).

f. Action

For customers to make a move to make a buy, what should be possible is to distinguish the designated market at this stage. For instance, if the objective market is

ladies, do a correlation cycle, while assuming the objective market is men, it is, to a greater extent, a test (Montazeribarforoushi et al., 2017). Clear requesting process. Make it a picture to make it more straightforward for guests to comprehend how to arrange it. Precise data about installment choices (bank move, Mastercard, Cash on Delivery). Conveyance Options (dispatch administration/direct conveyance) Improve the capacity of SMEs to utilize online entertainment. Miss Cake Tape Account. Kek Tape Nona is a brand for SMEs. The showcasing of this Miss Tape Cake is finished. If the sponsor has prevailed with regards to creating interest from possible clients, the last advance in applying the AIDA model should prompt an activity that can move clients to put requests and item exchanges; The use of AIDA in the copywriting system in this last stage ought to address a source of inspiration; An instance of applying the AIDA model in an item is the point at which we compose content like this(Algie & Mead, 2019); Just today, 25% off to get the earphones of the fantasies, We should make a property reservation today Monday; the cost goes up and Restricted version; get this item now.

3.2 Discussion

Based on the research results, it was found that the AIDA Model is one method that can be applied in carrying out marketing strategies for SMEs. Several SME players have implemented the AIDA Model (Petit et al., 2011). However, applying the AIDA Model to each actor can be different. In the Kek Tape Nona account, it can be seen that the application of AIDA is focused on the angle of shooting. From the previous product, pictures taken are ordinary pictures taken after training; SME players take pictures from different angles, making the product look attractive. The number of likes on posts also increases and comments from readers. Miss Asinan's account applies AIDA to several things.

The first is changing the logo to be more attractive and eye-catching. Second, after training, the status shows more provocation; the image displayed is also the same. The product images displayed are more and more attractive (Fahmi & Permana, 2021). This led to a significant increase in similar posts with different delivery models. Uni Zie's account applies AIDA focused on shooting angle. From the previous product, the pictures taken are ordinary. After training, SME players take pictures from different angles, making the product look attractive. The number of likes on posts has also increased, but comments have decreased. If the products marketed are the same and consistent, then routinely apply the AIDA Model, there will be a significant increase in the number of likes and comments. A significant increase in response occurs if the account tagged other account owners who both sold (Raj et al., 2021).

A few Challenges and Defenses Later examination pointed towards the absence of items' innate attributes in the model that influence the client purchasing conduct. Anderson et al., 1979 noticed that "Brand unwavering ness" is a significant piece of the dynamic course of clients. Steadfast clients are more obligated to buy the favored marked items; in this way, brand dedication should be remembered for the model. In 1983, Moriarty scrutinized the pecking order of the impacts model, where he recommended that mindfulness, interest, want, and activity as expected already ought not to be considered relying upon one another; somewhat, these means are free. Lee & Hoffman, (2015) stressed on data handling capacities of the client in commercials. In 1998, Rossiter et al. reprimanded the order of impacts model and recommended that without clients' need for some item, a promotion might be pointless first, clients feel about their necessities then makes brand mindfulness, judge it lastly pursue and buy choice. Rossiter et al. suggested

that the model should incorporate the means like Class need, Brand mindfulness, Brand demeanor, Brand buy expectation and buy help (Sensini, 2020).

To summarize, advertisers and analysts portrayed various strides of the progressive system of impacts model throughout the natural process throughout everything working out. Be that as it may, as recommended by Ullal & Hawaldar, (2018), clients generally go through the means while buying, awareness, Interest, Desire, and Action, for example, AIDA. This thought is additionally upheld by White, (2010) as he presumed that "AIDA is presumably the most seasoned abbreviation in showcasing. It is awesome and will not ever change". In this recording advancement setting of the AIDA model, we propose utilizing the AIDA model to look at portable and email showcasing (Ghirvu, 2013).

a. AIDA Concept Suggestions and Feedback

From here onward, indefinitely quite a while, the AIDA model was viewed as a model for an effective deals process. However, today there is a general understanding that utilizing this simply direct deals model alone is not fitting in the cutting-edge deals process. For instance, feelings that are much of the time talked about in publicizing and perceived by promoting brain research as central does not assume a part in the AIDA equation. Past arranging steps, for example, focusing on are additionally absent. This incorporates, for instance, thought of socio-segment foundations. Furthermore, the AIDA model does not consider that particular selling focuses exist. Deals making arrangements for a client visiting a web-based store will differ from another client hoping to learn about another vehicle at the showroom (Fortenberry & McGoldrick, 2020).

Additionally, a DAGMAR model showed up in 1961 and is likewise more than 50 years of age. Whenever the present promoters work with the AIDA model, they should know that this stage model cannot address all distinct parts of the purchasing system or the publicizing sway process. By and by, Lewis' work is significant, maybe as the first to introduce the deals interaction as a stage model and, along these lines, establish the groundwork for current publicizing.

b. Challenges, Obstacles, and Readiness

Find out the challenges and obstacles faced by MSMEs in Indonesia and it can be done by conducting a SWOT analysis. SWOT analysis is an analysis related to strength (strength), weakness (weakness), opportunity (opportunity), and threat (challenge). By conducting this analysis, it can be seen how the strengths and opportunities of the MSMEs in most villages need to be maintained and improved and the weaknesses and challenges that need to be overcome. The data shows how the SWOT analysis is applied to MSMEs in Indonesia (Seiler & Klaas, 2016). Challenges although the types of MSME businesses in the village are pretty diverse in terms of products and services; this does not rule out the possibility of competition. This competition arose from within the area around Tawangmangu itself and other regions throughout Indonesia. Even with the existence of a free market as it is today, competition can emerge from abroad. Many products from abroad enter and threaten MSME products due to lower prices and no less good quality, sometimes even exceeding the quality produced by domestic MSMEs (Katyal & Xaviour, 2015).

Examples of competitors from abroad are competitors for handicraft products produced by MSME artisans in Indonesia. Although the quality offered by MSMEs is quite good, it is not uncommon for their products to be unable to compete with products from abroad whose prices are lower, even though the quality is below that of domestic MSME artisans. Products from abroad can attract consumers because their prices are low besides

that because promotions are carried out more effectively, such as the use of promotions through online media, namely by using social media. The main obstacles faced by MSMEs in Indonesia are the limited capital owned by MSMEs and the lack of knowledge about promotion and entrepreneurial skills. Most existing MSMEs complain about the lack of funds to develop their businesses. This could be due to inadequate access to loan funds, MSMEs' limited ability to find funding sources, and other difficulties during the pandemic (Wei et al., 2022).

Another obstacle MSMEs face apart from funding is the limited knowledge about online promotion and entrepreneurship. Most MSMEs do not know how to market their products and services effectively and efficiently (Wei et al., 2022). MSMEs in villages that have done online marketing. The readiness of MSMEs does not seem ready to do online marketing; this can be seen from the data obtained that only around 8% of MSMEs in rural areas do online marketing. This is most likely because most MSMEs do not understand the importance of online marketing; many are still focusing their efforts on increasing capital. In addition, many MSMEs' main problem is not marketing but still on the quality of their products that still need to be improved. Many MSME products do not have good brands, packaging, and labels (Wei et al., 2022).

Therefore, MSMEs should be able to improve the quality of their products first to expand their marketing into online marketing. When viewed from the marketing reach, some MSMEs are ready to face a more comprehensive market. Some MSMEs that produce wood crafts have been able to market throughout Indonesia but only reach about 8% of the total MSMEs because 92% of existing MSMEs can only market their products. Existing data shows that MSMEs are still limited in the surrounding marketing area because these MSMEs have not made maximum use of online marketing (Puram et al., 2021). For now, MSMEs are not ready to do online marketing, but if there are facilities provided to MSMEs and providing understanding and training related to online marketing, MSMEs can be more advanced in managing their products and expanding their products through promotions using data reach out to marketing.

IV. Conclusion

In this last section, the author will summarize the study's results, which aims to gain an in-depth understanding of the application of the Aida model to market MSME products in Indonesia. This finding implies that MSMEs will not be maximally successful when constrained by the point marketing strategy. Therefore, the findings of this study have understood that one of the most updated marketing methods today is the Aida model marketing approach or strategy for small businesses. We think this finding is important considering that there is still quite a lot of KM movement in Indonesia, which is still constrained by many things such as lack of capital, lack of knowledge and skills on how to understand the benefits of digital applications of data-based technology such as the Aida model for marketing MSME products and services in Indonesia. Indonesia, which spreads to remote areas of the country. The critical points that we have summarized include how the Aida model works in marketing MSME products.

Furthermore, we also found that Aida's marketing model is a marketing strategy that is very suitable for the era that is now increasingly digitalized in all sectors, not to mention the community-owned small business sector, which is the economic hero of a country, especially a country that is being hit by various crises such as the pandemic crisis. Next, we also found that the AIDA marketing model concept also provides a lot of input and feedback, which is very useful in developing data-based marketing such as the AIDA

model. In the end, we also examine and get a variety of challenges, obstacles, and unpreparedness of the drivers of MSMEs in Indonesia, which include financial, technical constraints, and the most important is their inability to empower technology applications, which today is one of the strategies used not only by large companies. But by small businesses. Thus, the exposure of the conclusions that we can convey, we hope that these findings will become a kind of treasure to enrich knowledge and skills in running a small business to lift and break national development progress in the country.

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