# AISAS Model Analysis of Persuasive Messages on Instagram Promoting Alamendah Tourism Village

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## ABSTRACT

Alamendah Tourism Village, a Community-Based Tourism destination, utilizes Instagram for online promotions. Their Instagram is managed by native villagers with limited knowledge and skills. It is hoped that the use of Instagram can introduce and bring tourists to the Alamendah tourist village. However, studies have suggested suboptimal promotion owing to limited local management knowledge. This research aims to assess the effectiveness of Alamendah Tourism Village's Instagram promotions using the AISAS Model, namely Attention, Interest, Search, Action, and Share, using quantitative approaches with qualitative support. Data from 45 respondents underwent SEM-PLS analysis, revealing effective promotions influencing tour package sales. Message characteristics, notably understanding and persuasion, significantly impact promotion effectiveness across Attention, Search, Interest, Action, and Share indicators. Visitor characteristics did not show a significant influence. Recommendations include visually appealing posts, engaging captions, influencer collaborations, and highlighting tour packages to boost visits and local economic development. This study highlights Instagram's effectiveness in destination marketing and offers practical, globally applicable recommendations. It emphasizes the strategic importance of social media platforms in contemporary tourism marketing and the need for ongoing research and innovation in this field.

Keywords: AISAS, tourism village, Instagram, promotion.

## 1. INTRODUCTION

Community-Based Tourism (CBT) is a tourism management approach driven by local communities, tailored to their needs, and supporting local initiatives (Purbasari & Asnawi, 2014). Village tourism, a prime example of CBT, allows villages to manage unique attractions independently as per Law No. 6 of 2014. This law empowers villages to drive development based on their capacity and tourism potential, aiming to enhance natural resource conservation while boosting local income and welfare. Aligned with the Ministry of Tourism and Creative Economy's 2020-2024 Strategic Plan, well-managed

village tourism can yield positive economic and ecological impacts, including rural economic growth, environmental preservation, and reduced urbanization pressures.

Various studies have indicated ineffective promotional efforts in village tourism across Indonesia, leading to fewer tourist visits and inadequate community welfare. For instance, Beoang and Suryasih (2018) highlighted the under-promotion of Sangeh Village Tourism in Bali, and Setiawan and Hamid (2014) found poor planning in promotional strategies for tourism in Jelekong Village. Effective marketing strategies are crucial for increasing tourist visits and achieving village tourism objectives. In the current digital age, social media offer a significant promotional platform. We find that Social and Hootsuite's (2022) survey shows high Internet usage in Indonesia, and leveraging social media, as supported by Widyaningrum's (2016) research, can efficiently reach a broader audience and positively impact sales at minimal cost compared to traditional marketing.

Alamendah Village exemplifies Community-Based Tourism (CBT), aligned with Law No. 6 of 2014, empowering local communities for development based on their tourism potential. Located in Rancabali District, Bandung Regency, West Java, Indonesia, it offers diverse tourism attractions, such as agriculture, animal husbandry, traditional arts, and waterfalls. Despite limited managerial knowledge and skills, Alamendah Village effectively uses digital platforms such as Instagram, TikTok, its website, and YouTube for promotion.

This study focuses on Instagram because of its active presence and effectiveness in showcasing tourism content. With 40.3% of Indonesian Internet users searching for travel destinations online, Instagram is a significant promotional tool, despite challenges. Thus, Alamendah Village is ideal for analyzing Instagram message characteristics, the relationship between visitor characteristics and promotion effectiveness, and the impact of these messages on promotion effectiveness.

The unique CBT approach, diverse tourism potential, and active digital presence of Alamendah Village make it ideal to study effective promotional strategies in village tourism. These findings offer valuable insights for destination marketing practitioners, researchers, and policymakers globally by providing a roadmap for leveraging Instagram to promote destinations, engage visitors, and drive economic development.

## 2. LITERATURE REVIEW

### 1.1. Effectiveness of Promotion with AISAS Model

Effectiveness is the successful attainment of planned goals, often assessed by the degree of achievement compared to objectives (Permatasari, 2016; Fauziah et al., 2018). In digital media promotions such as Instagram, effectiveness is measured using the AISAS Model, focusing on Attention, Interest, Search, Action, and Share. This model, proposed by Dentsu Company (Sugiyama & Andree, 2011), acknowledges Internet users' dual role as both consumers and creators of information. This reflects the shift from passive to active engagement in consumer behavior. The stages of the AISAS are as follows: (a) Attention: the audience becomes aware of a product or service and pays attention to marketing messages. (b) Interest: audience develops interest in the product or service offered. (c) Search: audience seeks further information about the product or service. (d) Action: audience decides to purchase or use the product or service. (e) Share: audience shares their experiences with others, whether positive or negative, and may recommend the product or service..

## 1.2. Promotional Message Characteristics

The quality and characteristics of promotional messages are crucial to their effectiveness. Putri and Purnaningsih (2020) found that message content quality, including attractiveness and clarity, significantly affects promotional success. Similarly, Nurfadilla (2022) noted that completeness, clarity, design, and message frequency are strongly correlated with effectiveness. Thus, tourism managers should prioritize crafting high-quality promotional messages. Bertrand's (1978) theory outlines the key aspects of evaluating message quality in promotional media. Attraction refers to the level of interest evoked by photos, videos, and captions to ensure that the content grabs the viewer's attention. Comprehension reflects viewers' cognitive understanding of the content, ensuring that the message is clear and easily understood. Acceptability emphasizes the use of polite and non-offensive language, ensuring that the message is well-received and respectful. Self-involvement signifies the relevance of the message to viewers' needs, making them feel personally engaged and connected to the content. Finally, Persuasion indicates the message's ability to instill confidence in viewers and stimulate their desire to visit the tourist location and share information with others. Together, these aspects ensure that promotional messages are both effective and impactful.

## 3. DATA AND MODEL

Rural tourism villages, managed independently by local communities under the concept of Community-Based Tourism (CBT), rely on effective promotions to attract visitors. In the digital era, platforms such as Instagram are instrumental in reaching a wider audience. Alamendah Tourism Village prioritizes Instagram for promotion due to its popularity and audience reach. Promotion effectiveness is measured through the AISAS Model, assessing Attention, Interest, Search, Action, and Share.

Message characteristics, as identified by Nurfadilla (2022), and visitor characteristics, as identified by Risanti and Riyanto (2021), influence effectiveness. Bertrand's (1978) theory and Sumarwan's (2014) model were used to measure message and visitor characteristics, respectively. Additionally, intrinsic motivations for visiting (Anggraeni, 2012) and selective exposure to promotional media were considered. This holistic approach allows for a comprehensive analysis of the relationships between variables, as illustrated in Figure 1.

The main variables included a) Visitor Characteristics: Age, gender, education, occupation, income, and domicile, impacting promotion effectiveness and responses to Alamendah Tourism Village's Instagram messages. b) Instagram Message Characteristics: Message attractiveness, understanding, acceptance, engagement, and persuasion influence the effectiveness of Instagram messages. Supporting Variables include a) Motivation to Visit: Intrinsic motivations driving visitors to Alamendah Tourism Village shape responses to Instagram messages. b) Selective Exposure: Visitors' engagement with messages aligned with their interests or preferences. Outcome Variables include a) Promotional Effectiveness: Evaluated through the AISAS Model (Attention, Interest, Search, Action, Share) to measure how Instagram messages capture attention, generate interest, prompt action, and stimulate sharing. b) Visitor Responses: Including

intention to visit, recommendations, and sharing experiences, impacting visitor numbers and potential revenue increase.

Motivation to Visit,
Selective Exposure

X1. Visitor Characteristics
(Sumarwan 2014)
1. Age,
2. Gender,
3. Education level,
4. Occupation,
5. Income level,
6. Visitor domicile

X2. Instagram Message Characteristics
(Bertrand 1978)
1. Attractiveness of the message (attraction)
2. Understanding of the message (comprehension)
3. Acceptance of the message (acceptability)
4. Visitor engagement with the message (self-involvement)
5. Message persuasion (Persuasion)

Y1 Promotional Effectiveness
(Sugiyama dan Andree 2011)
1. *Attention*
2. *Interest*
3. *Search*
4. *Action*
5. *Share*

Visitor Responses
1. Intention to visit,
2. Recommendations to others,
3. Sharing their experiences

Note : ———————— influencing
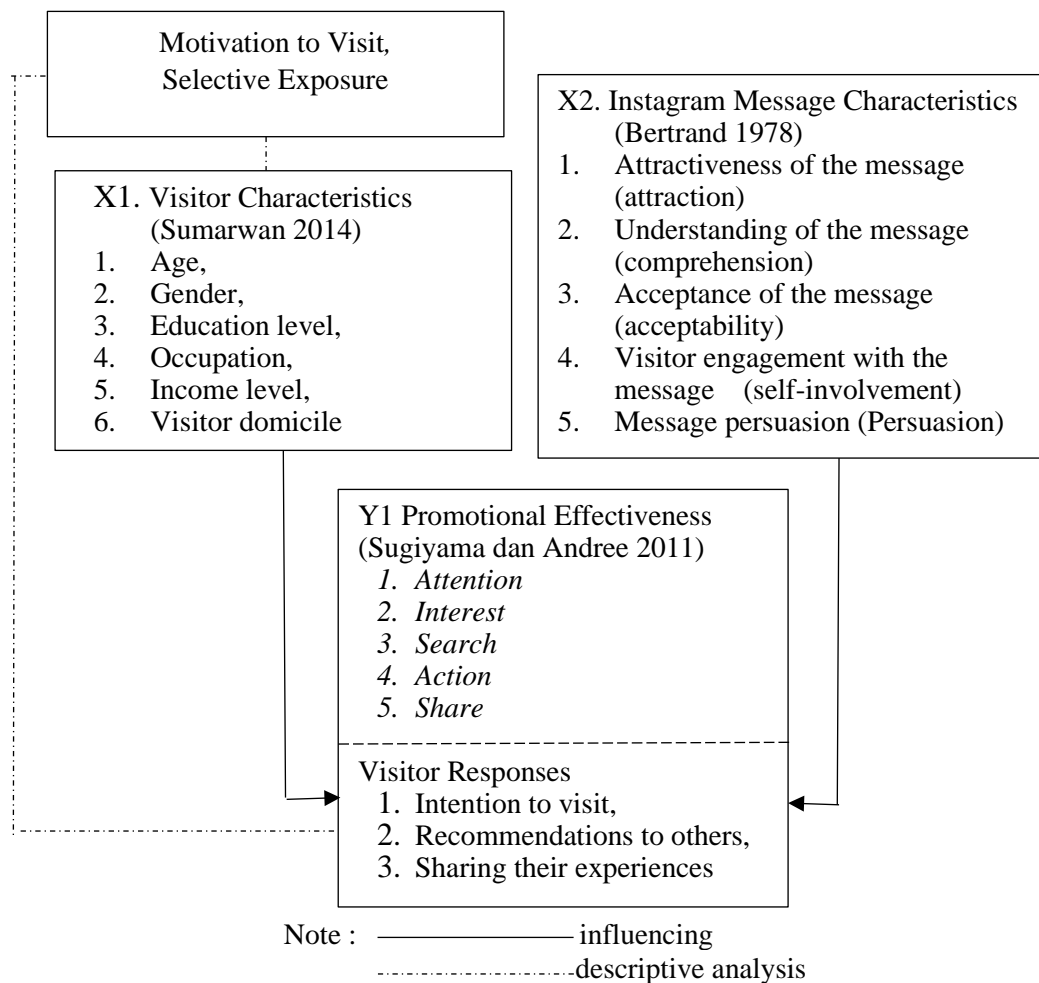.......................... descriptive analysis

Figure 1. Research Framework AISAS Model Analysis of Persuasive Messages on Instagram Promoting Alamendah Tourism Village

This study was conducted in Alamendah Village, Rancabali District, Bandung Regency, West Java, Indonesia, using Instagram as a promotional medium from 2019 onwards. The study spanned September 2022 to May 2023 and implemented a quantitative approach complemented by qualitative data. A questionnaire survey method was used, supplemented by observation, literature review, and in-depth interviews with village leaders and managers. The unit of analysis was individuals, with visitors and followers of the @desawisata_alamendah Instagram account comprising the entire study population. Forty-five respondents were selected based on specific criteria, including age, Instagram account followership, and visitation to Alamendah Tourist Village in 2022-2023. Quantitative data from online questionnaires were processed and edited using Microsoft Excel, followed by Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis to examine the causal relationships between variables. Descriptive analysis will provide detailed insights into visitor characteristics, Instagram messages, motivation to visit, selective exposure, promotional effectiveness, and visitor responses, offering a

comprehensive understanding of these variables and their interrelationships within the context of promoting Alamendah Tourism Village via Instagram.

## 4. RESULT

### 4.1. Research Location Overview

Alamendah Village is located in the Rancabali District, Bandung Regency, West Java, Indonesia, covering an area of 505.6 hectares and comprising 5 hamlets, 30 neighbourhood units (RW), 112 family units (RT), and 7,329 households. Its altitude ranges from 1200 to 1550 m above sea level, with a diverse topography and an average temperature of 19-20°C. The village's potential lies in agriculture, livestock farming, small and medium-sized enterprises (SMEs) processing agricultural and livestock products, and agro-tourism activities derived from the local community's daily endeavours. Officially designated as a tourist village on 2 February 2011 Alamendah Village is managed by local residents, offering 13 tour packages based on local activities and natural assets. It operates under the Alamendah Village Government and is overseen by the Bandung Regency Tourism and Creative Economy Office. Ownership is communal, established as a Limited Liability Company (PT) named PT. Global Tropis Alamendah. In this regard, it is hoped that revenue from the tourism village will be allocated not only to individuals but also to the whole community. According to Chan and Raharja (2024), the level of satisfaction and loyalty of community members needs to be the primary concern for any organization that manages the community so that its existence is maintained and sustained. Collaboration with various stakeholders is pursued using the pentahelix model involving government, academia, media, communities, and businesses. A survey revealed that 42% of visitors are drawn to Alamendah Village due to its surrounding tourism potential, while 58% visit accompanied by study tour/gathering groups.

### 4.2. Promotional Strategy of Desa Wisata Alamendah

The promotional strategy of Alamendah Village focuses primarily on digital and online media platforms such as Instagram, Facebook, TikTok, YouTube, and village websites. Traditional printed materials such as flyers have been replaced with online brochures accessible via links or QR codes, aligning with the rapid dissemination capabilities of online media, especially in showcasing photos and videos suitable for marketing tourist destinations (Azman, 2018). However, formal monitoring and evaluation of performance are lacking, with administrators relying on informal metrics, such as likes and comments. While online media is the primary focus, occasional offline participation in events occurs, with a preference for free-of-charge opportunities to minimize promotional costs. Instagram, particularly @desawisata_alamendah, receives significant attention, featuring various tourism documentation, package explanations, reservation procedures, and event highlights. According to survey respondents, Instagram is the predominant source of information for visiting Alamendah Village, with 82.2% utilizing the platform. Visitor characteristics of the 45 respondents revealed a majority of teenagers (17-25 years old), predominantly male, with a medium level of education (high school graduates), and most being students. Additionally, the majority reported low incomes, and the vast majority were residents of West Java.

### 4.3.    Characteristics of Instagram Messages from Desa Wisata Alamendah

The questionnaire results on Instagram message characteristics involved 45 respondents rating on a 4-point Likert scale from Strongly Disagree to Strongly Agree (Table 1).

Table 1. Percentage of Respondent Perceptions of Instagram Message Characteristics from Desa Wisata Alamendah

| Elemen/ Indicator | Description | Strongly Disagree (%) | Disagree (%) | Agree (%) | Strongly Agree (%) |
|---|---|---|---|---|---|
| Attraction | | | | | |
| B1 | The layout of @desawisata_alamendah's Instagram feed is visually appealing. | 0 | 4.4 | 66.7 | 28.9 |
| B2 | The text in @desawisata_alamendah's posts matches the photos/videos and is easy to read. | 0 | 2.2 | 68.9 | 28.9 |
| B3 | The captions on @desawisata_ alamendah's posts are engaging. | 0 | 2.2 | 66.7 | 31.1 |
| Comprehension | | | | | |
| B4 | @desawisata_alamendah's posts increased the awareness of the tourist location. | 0 | 2.2 | 66.7 | 31.1 |
| B5 | The captions use easily understandable language. | 0 | 2.2 | 66.7 | 31.1 |
| B6 | The posts provide information on how to book tour packages in Alamendah Village. | 0 | 4.4 | 64.5 | 31.1 |
| Acceptability | | | | | |
| B7.1 | It does not exclude visitors from non-Sundanese ethnicities. | 0 | 0 | 48.9 | 51.1 |
| B7.2 | It does not exclude visitors from non-Islamic religions. | 0 | 0 | 51.1 | 48.9 |
| B7.3 | It does not exclude visitors from other nationalities. | 0 | 0 | 51.1 | 48.9 |
| B7.4 | It does not exclude visitors with a lower to middle socioeconomic status. | 0 | 0 | 51.1 | 48.9 |
| Self-involvement | | | | | |
| B8 | The posts @desawisata_alamendah provide the necessary information. | 0 | 0 | 73.3 | 26.7 |
| B9 | There are prompts for interactive actions, such as liking, commenting, and sharin | 0 | 8.9 | 73.3 | 17.8 |
| Persuasion | | | | | |
| B10 | The posts and captions made respondents want to visit and book tours. | 0 | 2.2 | 75.6 | 22.2 |
| B11 | Specific messages such as promotions and slogans encourage visits and tour book | 0 | 4.4 | 75.6 | 20.0 |

Over 95% agreed or strongly agreed that the feed layout of @desawisata_alamendah is visually appealing (B1), more than 97% found the text matched the photos/videos, was easy to read, and that the captions were engaging (B2, B3), and over 99% felt the posts

increased awareness of the tourist location and used easily understandable language (B4, B5).

More than 97% agreed that the account provides helpful booking information (B6), over 99% felt it avoids discrimination (B7), more than 90% noted interactive prompts (B9), 100% agreed that the posts provided necessary information (B8), and the messages strongly evoke a desire to visit and spread information about the location (B10, B11).In summary, the Instagram account @desawisata_alamendah is highly effective in terms of visual appeal, readability, engagement, information provision, inclusivity, interactivity, and persuasiveness.

## 4.4. AISAS Model Analysis of the Effectiveness of Persuasive Messages on Instagram.

Promotional efforts require assessments to gauge success and identify areas of improvement. One method to measure effectiveness is to use the AISAS Model by Sugiyama and Andree (2011; Fauziah *et al*., 2018), which evaluates the Attention, Interest, Search, Action, and Share stages. In this study, 45 respondents provided feedback, ranging from engaging with Instagram @desawisata_alamendah to visiting and sharing experiences. Effectiveness levels were assessed using a 4-point Likert scale.
Table 2 provides insights into respondents' perceptions and behaviors concerning Alamendah Tourism Village and Instagram's influence on the AISAS model stages.

The majority of respondents paid attention in Instagram content about Alamendah Tourism Village, finding photos and video posts visually appealing, and engaging with captions and descriptions . They displayed a strong interest in watching videos, reading captions, and saving posts on Instagram, indicating genuine interest crucial for subsequent stages. Most respondents sought information about the village through various channels, including other media, direct contact with managers, and referrals from friends and family.

Most respondents booked tour packages and visited the village after encountering information on Instagram, demonstrating the platform's effectiveness in prompting actions. Respondents often shared their travel experiences, especially on social media or personal blogs, providing an opportunity for subtle promotional strategies by village management. These results underscore the significance of Instagram in promoting tourist destinations and fostering visitor engagement.

Table 2. Respondent Perceptions of Instagram Message Effectiveness for Indicators of Each AISAS Model Element

| Elemen/ Indicator | Description | Strongly Disagree (%) | Disagree (%) | Agree (%) | Strongly Agree (%) |
|---|---|---|---|---|---|
| ***Attention*** | | | | | |
| C1 | Respondents followed Instagram for its photo/video posts. | 0 | 4.4 | 73.3 | 20.0 |
| C2 | Respondents open posts due to bio-descriptions/content. | 0 | 13.3 | 66.7 | 20.0 |
| C3 | Respondents opened posts because of the visually appealing feed layout. | 0 | 4.4 | 71.1 | 24.5 |
| ***Interest*** | | | | | |

| Elemen/ Indicator | Description | Strongly Disagree (%) | Disagree (%) | Agree (%) | Strongly Agree (%) |
|---|---|---|---|---|---|
| C4 | Respondents watch video posts until the end. | 0 | 8.9 | 75.6 | 15.6 |
| C5 | Respondents read captions. | 0 | 8.9 | 75.6 | 15.6 |
| C6 | Respondents save photo/video posts. | 0 | 22.2 | 55.6 | 22.2 |
| *Search* | | | | | |
| C7 | Respondents searched for information about Alamendah Tourism Village through other media sources. | 0 | 8.9 | 71.1 | 20.0 |
| C8 | Respondents contacted the managers via comments, direct messages, WhatsApp, or other platforms. | 0 | 6.7 | 73.3 | 20.0 |
| C9 | Respondents seek information from friends or family members who have visited. | 2.2 | 13.3 | 68.9 | 15.6 |
| *Action* | | | | | |
| C10 | Respondents booked tour packages after viewing the Instagram information. | 0 | 22.2 | 62.2 | 15.6 |
| C11 | Respondents visit Alamendah Tourism Village after seeing Instagram information. | 0 | 11.1 | 62.2 | 26.7 |
| *Share* | | | | | |
| C12 | Respondents shared travel photos/videos on social media/blogs. | **0** | **2.2** | 62.2 | 35.6 |
| C13 | Respondents share testimonials/experience stories in the comment section on Instagram @desawisata_alamendah. | 0 | 31.2 | 51.1 | 17.8 |
| C14 | Respondents share their travel experiences with friends/family. | 0 | 2.2 | 60.0 | 37.8 |

## 4.5. The Influence of Visitor Characteristics and Persuasive Instagram Message Characteristics on the Effectiveness of the AISAS Message Model in Promoting Alamendah Tourism Village.

The Partial Least Squares (PLS) analysis assesses the influence of Visitor Characteristics and Persuasive Instagram Message Characteristics on the Effectiveness of the AISAS Message Model in Promoting Alamendah Tourism Villages. It comprises two model evaluations: outer and inner models. In PLS outer model analysis, the validity and reliability of measured variables are crucial for accurately representing latent variables. Loading factor values ≥ 0.700 indicate validity, as per (Hair *et al.*, 2022). Figures 2 illustrate the equations and the final models, respectively. Figure 2 depicts the final model's influence on visitor characteristics, persuasive Instagram message characteristics, and AISAS message model effectiveness in promoting Alamendah tourism village.
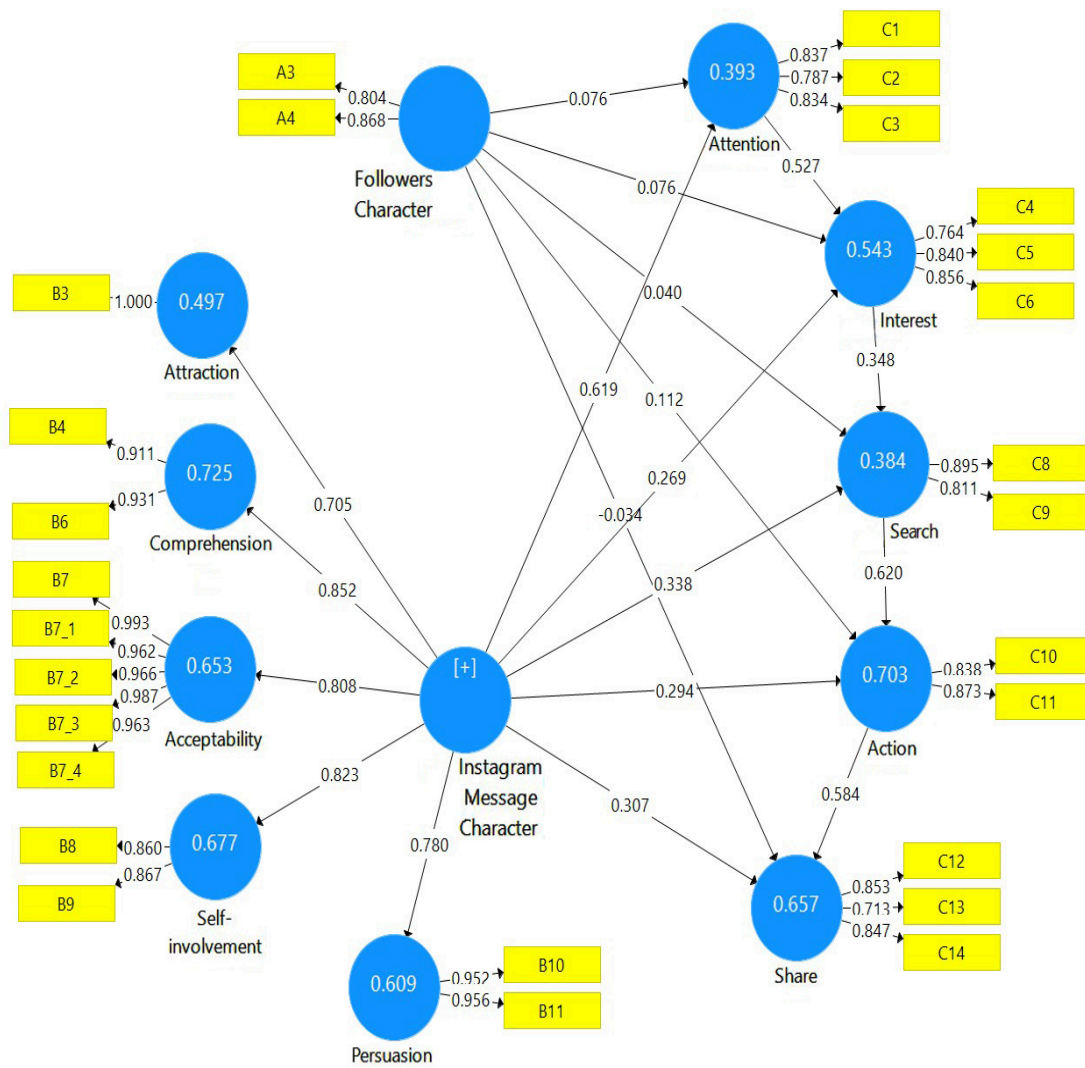
Figure 2. The Final Model Illustrating The Influence of Visitor Characteristics, Persuasive Instagram Message Characteristics on The Effectiveness of The AISAS Message Model in Promoting Alamendah Tourism Village.

The remaining indicators with loading factors ≥ 0.70 affirm construct validity and reliability. Elimination was done in two stages (the first stage by removing indicators a1, a2, a5, a6, and c7; the second stage by removing indicators b1, b2, and b5) to ensure model integrity, considering factors such as composite reliability and Average Variance Extracted (AVE) above 0.50. Discriminant validity analysis confirms that each variable measures a distinct construct, with correlation values within variables higher than those with other variables, indicating excellent construct validity ranging from 0.731 to 0.856 (Tabel 3). Reliability testing using Cronbach's alpha assesses the consistency of research instruments. Typically, reliability values should exceed 0.70, although values between 0.60 and 0.70 are acceptable for exploratory research

Tabel 3. The values of discriminant validity for each variable

| Variable | Discriminant validity |
|---|---|
| Followers Character | 0.837 |
| Instagram Message Character | 0.731 |
| Attention | 0.820 |
| Interest | 0.821 |
| Search | 0.854 |
| Action | 0.856 |
| Share | 0.807 |

The results of the test indicate that the research instrument ranges from sufficiently reliable to highly reliable (Hair *et al*., 2022), with Cronbach's alpha values ranging from 0.574 to 0.945. Here are the values of Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) for each variable (Tabel 4)

Table 4. The values of Cronbach's alpha and composite reliability for each variable.

| Variable | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|
| Followers Character | 0.574 | 0.823 | 0.700 |
| Instagram Message Character | 0.937 | 0.945 | 0.535 |
| Attention | 0.755 | 0.860 | 0.672 |
| Interest | 0.759 | 0.861 | 0.674 |
| Search | 0.635 | 0.843 | 0.729 |
| Action | 0.636 | 0.846 | 0.733 |
| Share | 0.729 | 0.848 | 0.651 |

The Inner Model (Structural Model) illustrates the extent of the influence of independent variables on dependent variables. The Coefficient of Determination Test (R-Square) is utilized to quantify the proportion of variation in the dependent variable (endogenous) that can be elucidated by the independent variables (exogenous) in a regression model. This metric indicates the efficacy of the predictors (independent variables) in explaining the variance observed in the dependent variable.

Table 5. Results of R-Square Test for each variable or variable dimension."

| Variable | R Square | R Square Adjusted |
|---|---|---|
| Comprehension | 0.725 | 0.719 |
| Action | 0.703 | 0.682 |
| Self-involvement | 0.677 | 0.670 |
| Share | 0.657 | 0.633 |
| Acceptability | 0.653 | 0.646 |
| Persuasion | 0.609 | 0.600 |
| Interest | 0.543 | 0.511 |
| Attraction | 0.497 | 0.486 |
| Attention | 0.393 | 0.366 |
| Search | 0.384 | 0.341 |

The R-Squared value indicates the proportion of variation in the dependent variable explained by the independent variables. The adjusted R-Squared considers the number of

independent variables and sample size, refining the interpretation. For instance, an R Square of 0.725 for "comprehension" implies that 72.5% of its variation is explained by the independent variables. After adjustment, approximately 71.9% of the variation was still explained (Tabel 5).

Evaluation of the Inner Model entails examining path coefficients and P-values using bootstrapping analysis in Smart PLS. This method assesses parameter significance and generates confidence intervals, aiding hypothesis testing. A significant relationship between variables is indicated by p-values < 0.05 and t-values > 1.96, while non-significant relationships have p-values > 0.05 and t-values < 1.96.

## 4.6 Hypothesis Testing

From Table 6, it is evident that Instagram Message Characteristics have a significant influence on variables related to Attention, Interest, Search, Action, and Share, as indicated by high T Statistics values (>1.96) and low P Values (<0.05).

Table 6. Interpretation of Relationships Between Variables in an Inner Model Hypothesis, Based on Coefficients (Inner Model) or T-Statistics (|O/STDEV|) and P-Values

| Hypothesis | T Statistics (\|O/STDEV\|) | P Values | Conclusion | Interpretation |
|---|---|---|---|---|
| Instagram Message Character -> Attention | 5.768 | 0.000** | Significant | Influential |
| Instagram Message Character -> Interest | 1.963 | 0.050* | Significant | Influential |
| Instagram Message Character -> Search | 2.000 | 0.046* | Significant | Influential |
| Instagram Message Character -> Action | 2.374 | 0.018* | Significant | Influential |
| Instagram Message Character -> Share | 1.988 | 0.047* | Significant | Influential |
| Instagram Message Character -> Attention -> Interest | 2.575 | 0.010** | Significant | Influential |
| Instagram Message Character -> Search -> Action | 1.980 | 0.048* | Significant | Influential |
| Attention -> Interest | 3.660 | 0.000** | Significant | Influential |
| Interest -> Search | 1.696 | 0.091 | Not Significant | Not Influential |
| Search -> Action | 5.440 | 0.000** | Significant | Influential |
| Action -> Share | 3.599 | 0.000** | Significant | Influential |
| Search -> Action -> Share | 3.191 | 0.002** | Significant | Influential |
| Interest -> Search -> Action -> Share | 1.505 | 0.133 | Not Significant | Not Influential |
| Interest -> Search -> Action | 1.446 | 0.149 | Not Significant | Not Influential |
| Attention -> Interest -> Search | 1.431 | 0.153 | Not Significant | Not Influential |
| Attention -> Interest -> Search -> Action -> Share | 1.283 | 0.200 | Not Significant | Not Influential |
| Followers Character -> Attention -> Interest | 0.740 | 0.459 | Not Significant | Not Influential |
| Followers Character -> Interest -> Search -> Action -> Share | 0.500 | 0.617 | Not Significant | Not Influential |

Note : *) significant at alpha 0.05;    **) significant at alpha 0.01

This suggests that Instagram Message Characteristics effectively attract, engage, and persuade followers to visit Alamendah Tourism Village and share information about it. However, Follower Characteristics do not significantly influence the other variables in the model. Notably, Attention influences Interest, but Interest does not affect search, indicating a halt in the progression of the AISAS model at the interest stage. Subsequently, Search influences Action, which in turn influences Share. Thus, the AISAS model does not progress linearly, but rather sequentially.

Action significantly influences share, suggesting that actions affect sharing behavior. The variables Interest, Followers Character, and Share have relatively lower T Statistics values and higher P Values, indicating that they are not statistically significant in influencing the other variables in the model.

## 4.7 Discussion

The AISAS model is a framework aimed at understanding consumer behavior when purchasing products or services online. Sugiyama and Andree (2011) proposed it as an adaptation of the linear AIDMA model, acknowledging that consumer behavior in the digital age may not always follow a linear progression from Attention to Action.

In this study, the application of the AISAS model demonstrated its nonlinear nature. Instagram users may transition from Attention to Interest, and then directly to Action and Share. Additionally, users might skip the Instagram posts altogether and proceed directly to the Search, Action, and Share stages. This flexibility in movement between stages highlights the model's ability to explain shifts in consumer behavior.

Contrary to previous marketing communication concepts, particularly those outlined by Kotler and Armstrong (2004), the "sharing" stage has gained paramount importance in modern digital marketing. This stage underscores the active role of consumers in disseminating information and influencing purchasing decisions through social interactions on various online platforms.

In summary, the AISAS model elucidates the evolution of consumer behavior, emphasizing the significance of social interaction in digital marketing. This underscores consumers' active participation in sharing experiences and recommending products or services, which holds substantial value in contemporary marketing strategies

The study suggests that visitor characteristics do not significantly impact Instagram usage behavior across the Attention to Share stages, possibly due to the limited sample size. Increasing the sample size could enhance the influence coefficient and make the test results more significant.

The research findings indicate that Instagram message characteristics influence variables such as Attention, Interest, Search, Action, and Share. Alamendah Tourism Village managers should utilize Instagram effectively to encourage revisits, recommendations to others, and sharing experiences. This aligns with previous studies by Firdaus and Hadiyanto (2021) and Zakiah et al. (2022), which highlight the effectiveness of Instagram messages in influencing consumers' decisions to revisit. This finding also supports Pham and Ton's (2023) identification of social media as a positive factor in product purchase decisions.

Increasing visitor numbers can boost the revenue and welfare of village communities. Selling local food can contribute significantly to the tourism village's economy, as it

introduces visitors to the area's cultural and geographical aspects, leaving a positive impression on tourists, as noted by Levyda et al. (2021).

## 5. CONCLUSION AND RECOMMENDATIONS

The study indicates that Instagram Message Characteristics significantly influence effectiveness indicators such as Attention, Search, Interest, Action, and Share, whereas visitor characteristics do not have a significant impact on any variable. Additionally, the AISAS model stages do not follow a linear progression. This study underscores Instagram's role in effective destination marketing and provides practical and globally relevant recommendations. This highlights the strategic significance of social media platforms in modern tourism marketing and stresses the necessity for continuous research and innovation in this area.Based on these findings, the following recommendations are suggested:

To enhance the promotion of Alamendah Tourism Village, the focus should be placed on visually appealing photos and video posts on Instagram that showcase the natural beauty and daily activities of the village. Highlights unique experiences and attractions to capture visitors' attention. Craft-engaging captions and a compelling bio that provides additional context and information about the village. Use storytelling techniques to draw in the audience and evoke their interest in further exploration. Incorporate interactive elements such as polls, quizzes, or Q&A sessions in Instagram Stories to encourage engagement and interaction with followers, fostering a sense of community and generating interest in the village. Collaborate with local influencers, travel bloggers, and content creators who align with the village's values and ethos. Their endorsements can help reach a wider audience and attract more visitors. Encourage visitors to share their experiences at Alamendah Tourism Village through social media accounts. Create a branded hashtag for the village and showcase user-generated content on the official Instagram account to foster authenticity and trust. Actively engage with followers by responding promptly and amiably to comments, messages, and inquiries. This helps build connections with potential visitors and addresses any queries that they may have. Highlight the diverse tour packages available at Alamendah Tourism Village through visually appealing posts and informative captions. Include details such as itineraries, pricing, and booking instructions to facilitate decision-making for potential visitors. Consider investing in targeted Instagram advertising campaigns to reach specific demographics or geographic regions interested in visiting Alamendah Tourism Village. Utilize features such as carousel ads or Instagram Shopping to showcase multiple tour packages or merchandise offerings.

By implementing these strategies, Alamendah Tourism Village can leverage the power of Instagram to increase awareness, generate interest, and ultimately drive visitation, thereby contributing to the economic development of the local community. The recommendations derived from these findings offer valuable insights not only for Alamendah Tourism Village but also for destination marketing efforts more broadly.

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