

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
ABSTRAK.....	v
ABSTRACT.....	vi
TABLE OF CONTENTS.....	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study.....	6
1.3 Scope of Study	6
1.4 Significance of Study.....	6
1.5 Literature Review.....	7
CHAPTER 2 RESEARCH METHOD	14
2.1 Theoretical Framework.....	14
2.1.1 AISAS Marketing Communication Model	14
2.1.1.1 Attention	17
2.1.1.2 Interest.....	17
2.1.1.3 Search.....	17
2.1.1.4 Action.....	17
2.1.1.5 Share	18
2.1.2 Qualitative Content Analysis	18
2.1.3 Evaluative Parameters in Media Language.....	20
2.1.3.1 Core Evaluative Parameters	21
2.1.3.2 Peripheral Evaluative Parameters	22
2.2 Research Design.....	22
2.2.1 Primary Data	23
2.2.2 Secondary Data	24
2.3 Data Collection Method.....	24
2.3.1 Data Collection	24
2.3.2 Library Research.....	24
2.4 Research Instrument.....	24
2.5 Data Analysis Method.....	25
2.5.1 Decontextualization	25
2.5.2 Recontextualization.....	26
2.5.3 Categorization	26
2.5.4 Compilation.....	26
CHAPTER 3 FINDINGS AND DISCUSSIONS	28
3.1 The Overview of The Alana Yogyakarta Hotel and Convention Center Instagram.....	28
3.2 AISAS Marketing Communications Model in The Alana Yogyakarta.....	30
3.2.1 Attention	30
3.2.1.1 Advertising.....	31
3.2.1.2 Influencer Marketing	32
3.2.1.3 Content Posting Rationale.....	37
3.2.2 Interest.....	45
3.2.2.1 High Engagement Metrics	46



UNIVERSITAS
GADJAH MADA

INSTAGRAM CONTENT ANALYSIS OF THE ALANA YOGYAKARTA USING AISAS MARKETING COMMUNICATIONS MODEL

KAFI DEWANDA, Tri Nuraniwati, S.S., M.A.; Fatmawati Djafri, S.S., M.A., Ph.D.; Nabilla Kusuma Vardhani, S.I.P., M.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.2.2.2	Compelling Content	46
3.2.2.3	Storytelling Content	48
3.2.3	Search	50
3.2.4	Action	53
3.2.4.1	Call-to-action Content	54
3.2.4.2	Event Engagement Content	56
3.2.5	Share	59
3.2.5.1	User-generated Content	59
3.2.5.2	Word-of-mouth Promotion	61
CHAPTER 4 CONCLUSION		64
REFERENCES		67