

## INTISARI

Penelitian ini bertujuan untuk: (1) Menganalisis efektivitas Instagram sebagai media promosi pada produk olahan pertanian di Sayur Organik Merbabu, (2) Menganalisis hubungan antara karakteristik *followers* dengan efektivitas Instagram sebagai media promosi pada produk olahan pertanian di Sayur Organik Merbabu, (3) Menganalisis hubungan antara karakteristik pesan dalam media sosial Instagram dengan efektivitas Instagram sebagai media promosi pada produk olahan pertanian di Sayur Organik Merbabu. Penelitian ini dilakukan pada tahun 2025. Lokasi penelitian ditentukan secara *purposive* di di dusun Sidomukti RT05 RW 05 desa Kopeng kecamatan Getasan kabupaten Semarang. Metode penelitian menggunakan pendekatan kuantitatif deskriptif dan korelasional dengan model AIDA (*Attention, Interest, Desire, Action*). Data primer diperoleh melalui survei terhadap 34 pengikut akun Instagram @sayurorganikmerbabu menggunakan kuesioner daring berskala Likert. Hasil penelitian menunjukkan bahwa efektivitas promosi melalui Instagram tergolong cukup efektif, dengan nilai rata-rata tertinggi pada tahap *Desire* (3,21) dan terendah pada tahap *Attention* (2,05). Analisis korelasi menunjukkan adanya hubungan positif antara karakteristik *followers* (usia, jenis kelamin, pendidikan) dan efektivitas promosi. Faktor visual dan konsistensi unggahan berhubungan pada peningkatan perhatian audiens. Disimpulkan bahwa Instagram efektif digunakan sebagai media promosi produk pertanian, namun perlu peningkatan strategi konten dan interaksi digital untuk mendorong tindakan pembelian. Saran penelitian adalah (1) Perkuat *Call to Action* (CTA). Sayur Organik Merbabu perlu menambahkan CTA yang jelas dan persuasif dalam setiap unggahan, seperti “Pesan sekarang” atau “Klik link di bio.” Strategi ini dapat dilengkapi dengan promosi terbatas, diskon, atau *giveaway* untuk mendorong tindakan pembelian. (2) Optimalkan Penggunaan Instagram Ads. Pemanfaatan Instagram Ads disarankan untuk memperluas jangkauan promosi dan menargetkan audiens berdasarkan demografi dan minat. Fitur ini efektif meningkatkan kesadaran merek dan jumlah pengikut melalui konten visual yang relevan dan menarik. (3) Fokus pada Penguatan Pesan Promosi. Karena karakteristik *followers* tidak berpengaruh signifikan, fokus promosi perlu diarahkan pada kualitas pesan — yakni informasi yang jelas, manfaat produk, dan nilai gaya hidup sehat. Pesan fungsional dan emosional akan lebih efektif meningkatkan daya tarik konsumen.

**Kata kunci:** instagram, media promosi, AIDA, komunikasi pertanian, sayur organik merbabu.

## ABSTRACT

This research aims to: (1) To analyze the effectiveness of Instagram as a promotional medium for agricultural processed products at Sayur Organik Merbabu, (2) To analyze the relationship between followers' characteristics and the effectiveness of Instagram as a promotional medium for agricultural processed products at Sayur Organik Merbabu, and (3) To analyze the relationship between message characteristics on Instagram and the effectiveness of Instagram as a promotional medium for agricultural processed products at Sayur Organik Merbabu. This research was conducted in 2025. The study location was determined purposively in Sidomukti Hamlet, RT 05 RW 05, Kopeng Village, Getasan District, Semarang Regency. The research employed a quantitative descriptive and correlational approach using the AIDA model (Attention, Interest, Desire, Action). Primary data were obtained through a survey of 34 followers of the Instagram account @sayurorganikmerbabu using an online questionnaire with a Likert scale. The results indicate that Instagram promotion is moderately effective, with the highest average score found in the *Desire* stage (3.21) and the lowest in the *Attention* stage (2.05). Correlation analysis shows a positive relationship between followers' characteristics (age, gender, and education) and promotional effectiveness. Visual factors and posting consistency were found to be associated with increased audience attention. It can be concluded that Instagram is an effective medium for promoting agricultural products; however, improvements in content strategy and digital interaction are needed to encourage purchasing actions. Research Suggestions: (1) Strengthen Call to Action (CTA). Sayur Organik Merbabu should include clear and persuasive CTAs in every post, such as "Order now" or "Click the link in bio." This strategy can be complemented with limited-time promotions, discounts, or giveaways to encourage purchasing actions. (2) Optimize the Use of Instagram Ads. Utilizing Instagram Ads is recommended to expand promotional reach and target audiences based on demographics and interests. This feature is effective in increasing brand awareness and followers through relevant and visually engaging content. (3) Focus on Strengthening Promotional Messages. Since followers' characteristics have no significant effect, promotional efforts should focus on message quality — including clear information, product benefits, and the value of a healthy lifestyle. Functional and emotional messages are considered more effective in enhancing consumer appeal.

**Keyword:** Instagram, promotional media, AIDA, agricultural communication, Sayur Organik Merbabu.