



INTISARI

Perkembangan teknologi digital dan media sosial telah mendorong perubahan strategi promosi di sektor perbankan, termasuk Bank Tabungan Negara (BTN) yang memanfaatkan Instagram sebagai sarana komunikasi pemasaran. Penelitian ini dilakukan untuk mengukur efektivitas promosi digital *Bale by BTN* di Instagram dengan menggunakan model AIDA (Attention, Interest, Desire, Action). Pertanyaan utama penelitian ini adalah sejauh mana penerapan model AIDA dapat menggambarkan efektivitas promosi digital BTN dalam menarik perhatian, membangkitkan minat, menciptakan keinginan, dan mendorong tindakan audiens. Penelitian ini menggunakan desain kuantitatif deskriptif dengan metode survei, melibatkan 68 responden yang diperoleh melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner tertutup skala Likert dan dianalisis secara deskriptif dengan uji validitas, reliabilitas, dan perhitungan rata-rata tabulasi kuisioner. Hasil menunjukkan semua variabel AIDA berada pada kategori efektivitas tinggi, dengan skor tertinggi *Attention* (4,48), *Interest* (4,43), *Desire* (4,46), dan *Action* (4,41). Promosi Instagram BTN efektif dalam menarik perhatian dan membangun minat, namun tahap konversi menjadi tindakan nyata masih perlu ditingkatkan. Penelitian menegaskan relevansi model AIDA untuk promosi digital perbankan dan merekomendasikan penguatan strategi pada tahap *action*.

Kata Kunci: AIDA, efektivitas promosi, Instagram, pemasaran digital, perbankan.

ABSTRACT

The rapid development of digital technology and social media has transformed promotional strategies in the banking sector, including Bank Tabungan Negara (BTN), which utilizes Instagram as a marketing communication platform. This study aims to measure the effectiveness of Bale by BTN's digital promotion on Instagram using the AIDA model (Attention, Interest, Desire, Action). The main research question is to what extent the application of the AIDA model reflects the effectiveness of BTN's digital promotion in attracting attention, generating interest, creating desire, and driving audience action. This research employed a quantitative descriptive design with a survey method, involving 68 respondents selected through purposive sampling. Data were collected using a closed-ended Likert scale questionnaire and analyzed descriptively through validity and reliability testing, as well as mean score calculations. Findings reveal all AIDA variables scored in the high-effectiveness category, with the highest in Attention (4.48), Interest (4.43), Desire (4.46), and Action (4.41). BTN's Instagram promotion is effective in capturing attention and generating interest, yet conversion into concrete actions still needs improvement. The study affirms the AIDA model's relevance in measuring digital promotion effectiveness in banking and recommends strengthening strategies in the action stage.

Keywords: AIDA, promotion effectiveness, Instagram, digital marketing, banking.