

# Attention, Interest, Search, Action, and Share Method as a Sales Promotion Strategy for Indonesian Public Figure Food Products through Creative Advertising

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**Abstract.** The purpose of this research is to examine and analyze the phenomena of Indonesian public figures' food businesses in terms of creative advertising using the Attention, Interest, Search, Action, and Share (AISAS) technique, as well as its relationship to Integrated Marketing Communication (IMC). The research method is qualitative, using a case study approach, and it entails gathering thorough data from a variety of sources connected to the study's subject. The findings suggest that the AISAS approach via IMC is a product marketing tool that can spark innovative digital sales concepts. According to research, prominent figures' popularity does not ensure the long-term marketing of a product because it is merely a short-term sales plan that does not consider long-term programs. This study's impact is likely to be significant.

**Keywords:** AISAS, artist cakes, creative advertising, IMC, Indonesian public figures.

## 1. Introduction

At the beginning of 2017, Indonesia was bombarded by culinary ventures of a number of Indonesian celebrities [1] [3]. Several Indonesian popular celebrities, such as Laudya Cynthia Bella [1], Syahrini, Ayu Tingting, and others, appeared to be striving in offering their personal culinary business specializing in selling cakes [3]. The 'artist's cake' was even touted to be a modern regional keepsake in front of their brand name to attract customers [11]. Because they do not have a comprehensive marketing program that includes the implementation of the AISAS and IMC approaches, these public personalities' chatty business appears to be just that: talkative.

The growth of the business was also aided by a shift in basic food consumption [2], as Indonesians consume not only rice but also numerous processed wheat products such as cakes, breads, and other baked goods. Of course, this was a financial opportunity that stimulated prominent figures to compete [3] in the culinary business of these contemporary keepsake cakes. Furthermore, the artist cake business appeared to be expanding rapidly, as shown by the presence of hundreds of artist cake shops that opened in a few months in many Indonesian cities. Among the artist cake shops were Laudya Chintya Bella's Bandung Makuta, Prilly Latuconsina's Really Cake, Nagita Slavina's Gigieat Cake,

Zaskia Sungkar's Surabaya Snow Cake, Irwansyah's Napoleon Medan, Syahrini's Princess Cake, and others [3] [11]. Several prior studies [1] only described celebrity cake brands as contemporary food, and [9] product marketing via Instagram with celebrity endorsements.

According to cultural studies, the concept of artist cake, as exemplified by the public figures above, was the epitome of the concept of symbol consumption [2]. This term arose from a shift in people's consumption priorities from primary or basic requirements (needs) to a lifestyle (want). Consumption has become a component of modern society's lifestyle as a kind of cultural expression, according to Aryani [4], due to the demands of individual living needs. This teaches people that if they haven't tasted artist cakes, they are not cool. Furthermore, they can show it by uploading images on social media as one of the hallmarks of digital culture [2]. The purpose of this research is to examine and analyze the phenomena of Indonesian public figures' food businesses in terms of creative advertising using the Attention, Interest, Search, Action, and Share (AISAS) technique, as well as its relationship to Integrated Marketing Communication (IMC) in this concept of artist cake.

Due to increasing rivalry in the artist cake industry, a lot of businesses developed a strategy of developing a brand through sensory branding [4] in order to attract their target audience. Apart from being product brands, the artists were also used to directly market the cakes since they have a great impact on customer's appeal. Unfortunately, numerous public figures' marketing plans were not supported by ideal implementation of promotional strategies, such as AISAS, in supporting their companies' Integrated Marketing Communication (IMC) [5]. Consequently, at the beginning of 2020, several artist cake businesses were no longer in operation, with only a handful surviving until now.

As a result, the impact of artist cake business advertisements based on the AISAS method on the evolution of the contemporary food business is investigated from a design scientific perspective through this research, which takes a desk literature approach and discusses two case studies of artist cake, namely Bandung Makuta and Princess Cake.

## 2. Method

The method used in this research is qualitative with a case study approach [6] through desk/secondary research since it is considered to be able to explore facts in a system for any case through data systematically collected from several observations, namely literature review, and online data collection. Sensory branding theory, IMC, and AISAS were used as literature studies to assess the cake concepts of the public figures. In addition, the three theories were utilized to deconstruct case studies involving the failure of Princess Cake and the long-term viability of Bandung Makuta still going strong today. This study is based on a literature review conducted from 2017 to 2021, which included searching for references in journal papers and books linked to the viral phenomenon of artist cakes in Indonesia. Bandung Makuta and Princess Cake in Bandung City, as one of the pioneers of contemporary cakes in the last 5 years, is used as a case study.

## 3. Results & Discussion

The popularity of artist cakes, which peaked in the first half of 2017 and early 2018, resulted in the establishment of store outlets in almost all of Indonesia's major cities. As a result, this artist's cake business went viral and mushroomed in a matter of months. Artist cakes were virtually always available as modern keepsakes of the area in every city, and they appeared to be a must-buy as souvenirs. This public figure's cakes were powerfully and consistently advertised with contemporary themes via social media elegantly created, and relied on humanist copywriting speeding up the process of distributing the news to the public [10]. Nevertheless, the lovely appearances of the artist's cakes, as well as the uniqueness of the cakes' names, did not deliver a flavor novelty. In other words, the mushrooming artist cakes had the same flavor as other bakery cakes. Consequently, from early 2019 to early 2020, the artist's cake businesses looked to become less and less resonant, until they were hardly noticed. Some artist cake shops even announced that they had closed their doors and were no longer in business. Following the closing, the cake artist's social media accounts also became dormant [7].



**Figure 1.** Some of the public figures who own the current cake business

According to [cnbcindonesia.com](http://cnbcindonesia.com) [8], the current cake belonging to these public individuals was one of the victims of the Indonesian chatty business. The artist's cake business exploded overnight as a result of viral momentum alone. The artist's cake boom was thought to have suffocated the efforts of shopkeepers and SMEs manufacturing similar cakes and traditional dishes. The artist cake business carrying the brand name of a public figure was expected to already have a huge reputation, making it highly marketable and sought after by the fans. Due to the artist's cake's many variations, several food vloggers and celebgrams created reviews informing that those cakes just had a standard taste, nothing new or unique. Even those who purchased the artist's cake acknowledged that they did so because they were intrigued by its appearance, not by its flavor. The majority of these cakes were traditional sponge, layer, or pastry cakes with a range of flavors or toppings suitable for occasion such as a birthday celebration.

Then, as the COVID-19 epidemic spread from the middle of 2019 to early 2020, multiple artist cake stores closed one by one due to bankruptcy. The expansion of the artist cake industry in Indonesia was triggered by the FOMO (fear of missing out), a psychological phenomenon that drives people to keep up with the current trends in order to avoid being out of date. Not only the field of marketing that involved in the artist cake industry, but also the fields of business, distribution, and even the field of product taste [8]. Unfortunately, this artist cake business mainly focused and relied on the marketing sector from the start by bringing the brand name of the artist, which resulted in gimmicks. As the artist's name and prestige faded, so did the impact on cake sales [9].

The following will explain the phenomenon of the artist cake industry in greater depth by comparing Princess Cake by Syahrini, less successful and does not survive, to Bandung Makuta by Laudya Cynthia Bella, quite successful and still survives to this day.

### 3.1. First Case: Princess Cake by Syahrini

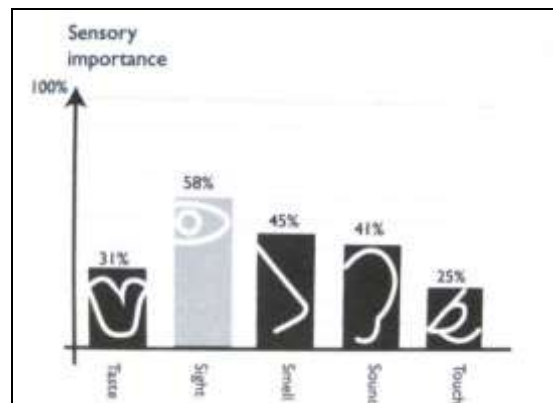
Syahrini is a multitalented Indonesian public figure successful as a singer and an entrepreneur. Princess Cake, a contemporary cake horrendous in mid 2017, was one of Syahrini's culinary ventures with two stores located in Bandung and Bogor. When the stores first opened, the public was taken aback since it was instantly launched by the artist herself, who arrived at the location in her private helicopter [12].

The strength of Princess Cake was in the variety of cake flavors available at retail outlets in Bandung, Bogor, and the most recent, Puncak. For example, in Bandung, double cheese and matcha were popular, while taro and caramel cheese were preferred in Bogor and Puncak. Princess Cake had a specific research team who created innovation to complement existing ones, in addition to perfection in their cake flavors. Since Princess Cake provided more taste options than other similar artist cakes [13], it was envisaged that the ongoing innovation would increase the number of its customers.



**Figure 2.** Syahrini with Princess Cake, her contemporary cake

Sensory branding [14] [15] is a style of marketing that uses the human senses to provide emotional experiences associated with a product or a service brand. The brand experience that human senses acquire will eventually influence consumer beliefs, feelings, ideas, and opinions in the creation of a brand image in their brains [14]. Princess Cake contained strong elements in terms of taste, sight, and smell, according to the sensory branding strategy. The flavor aspect derived from Princess Cake's products included the existing flavor varieties and the cakes with double cheese, matcha, taro, and caramel cheese, the company's distinctive products. The visual element of Princess Cake's look was in the form of triangular pieces with various vivid colors from cake toppings that could arouse appetite and leave a modern impression. The fragrance factor could not be dismissed; it was a sensory element strongly tied to Princess Cake's taste. They involved the senses of taste, sight, and smell, the most significant elements in food industry.



**Figure 3.** Brand sense graphic

### 3.2 Second Case: Bandung Makuta by Laudya Cynthia Bella

Laudya Cynthia Bella, a model, actor, and former member of the vocal group Not the Ordinary Star, is one of Indonesia's most prominent public figures (BBB). In addition to a hectic career in the country's entertainment industry, she dabbled in the culinary world with a contemporary cake named Bandung Makuta. Bella's artist cake business was managed by artist management firm Jannah Corp, controlled by celebrity couple Irwansyah and Zaskia Sungkar. Bandung Makuta was established in the city of Bandung in March 2017. The secret to its success was the layer of crispy puff pastry that lined the inside of the sponge cake, produced with premium ingredients and came in a variety of flavors. Bandung Makuta was a forerunner in the field of contemporary artist cakes in Bandung, and the company is still going strong, with locations on Jalan Aruna and Jalan Van Deventer in Bandung.



**Figure 4.** Laudya Cynthia Bella with Bandung Makuta, her contemporary cake

The sensory branding strategy [14] [15] was well used by this Bandung Makuta product, similar to Princess Cake by Syahrini. Every extant Bandung Makuta cakes had elements of taste (taste), appearance (sight), and scent (smell) that came from the cream cheese. The visual element derives from Bandung Makuta's shape, a rectangular sponge cake covered with crunchy puff pastry and many varieties of jam and cream cheese topping. Besides that, the scent factor could not be dismissed as a sensory element directly linked to the flavor of Bandung Makuta's cake. They involved over 60% of the five senses: taste, sight, and smell, the most significant elements in food industry.

### 3.3 Analysis and Findings

Based on the findings from the two situations above, the IMC theory and AISAS can be used to examine the case. The analysis will be broken down into three sections: adequacy of advertising information, advertising attractiveness, and overall impressions of social media promotional activities. Today's advancement in information technology have altered the way products are sold all over the world. Producers use a variety of linked channels to communicate their marketing messages. In the age of fast increasing digital technology, this activity, known as Integrated Marketing Communication (IMC), is widely regarded as the most effective approach to introduce products to consumers. IMC allows all of a brand's communication message to be coordinated in one place, ensuring that all of the brand's communications are consistent [5].

IMC activities must be carried out in a variety of ways. These dimensions, according to Duncan, Moriarty, and Schultz, are brand focus, message consistency, interactive communication, synergy, perception integration, customer-centeredness, stakeholder, relationship, reciprocity, point of contact, cross-functional management, and ongoing planning and monitoring [16]. Therefore, IMC can be defined as a method for optimizing mutual satisfaction by addressing the needs and desires of all parties involved. In order to achieve the company's objective, IMC employs six instruments: advertising, direct marketing, sales promotion, public relations, sponsorship, and personal selling [17]. These six methods are utilized not only to produce customer value, but also to engage target customers and clearly and effectively communicate that value to them.

Advertising is one of the methods utilized in IMC activities. Advertising is designed to accomplish a given communication task with a defined target audience over a set period of time. Advertising goals can be divided into three categories: inform, convince, and remind [18]. Persuasive advertising is used to encourage customers to buy right away, build brand communities, and create customer involvement. When market rivalry increases, this form of advertising becomes more vital for a brand [18]. It is vital to have a properly designed advertising strategy in order for an advertisement to persuade its target audience. The creation of an advertising message and the selection of an advertising medium are two crucial components of an advertising strategy.

Only if an advertisement is able to engage customers and communicate effectively will it be successful. As a result, a thorough grasp of the target demographic for the advertisement is required.

A personality symbol is one of the message executions that can be used to establish consumer involvement in an advertisement. This strategy entails the creation of a character to symbolize the product [18]. Another type of message execution currently being used is testimonial evidence or endorsement. This strategy relies on a trustworthy source to back up the promised product [18].

The fastest-growing form of marketing is digital media and social media marketing. Both buyers and marketers have benefited from the increased usage of the internet and digital technology. Marketers and purchasers can interact directly through computers, smartphones, tablets, smart TVs, and other electronic devices at any time and from anywhere. Social media marketing provides a number of advantages. Marketers may create and share information that is suited to particular consumers and communities through social media since it is targeted and personal. Because social media is participatory, it's perfect for starting and participating in customer dialogues as well as receiving feedback. Social media is also cost-effective and quick in reaching its target audience. The power of social media to generate engagement and social sharing is its most significant advantage. This skill is ideal for forming relationships between consumers and brands, as well as among themselves [18].

Because most of it is managed by its users, social media marketing initiatives face a networking issue. The purpose of a company's use of social media is to make its brand a part of its customers' discussions and lives, yet they cannot easily infiltrate consumer digital interactions. By creating an interesting content stream, marketers should be able to become a valued component of the online experience [18].

The AISAS model is a strategy that may be used to promote engagement between customers and brands. This model is both a complete model that can predict a wide range of modern consumer behavior and a model that runs based on real-world actions. With the help of this model, marketers can create strategic mechanisms to win consumers' hearts. The AISAS model can create a clear path for the construction of purchase activities and the development of customer connections [19].

The attention and interest stages are critical for capturing the audience's attention and interest in a communication message. Then marketers must devise a technique to guide customers to search. It's critical to build a website that offers a variety of brand experiences so that customers can relate and want to visit the store. Then, rather than simply encouraging customers to buy things in-store, marketers must provide a unique brand experience to ensure that customers are drawn to the brand, like their time in the store, and want to return. The technique for sharing can be accomplished by establishing an internet community site that allows customers to simply submit comments and facilitates the spread of word of mouth [19].

Based on the explanation about IMC and AISAS above, the Princess Cake and Bandung Makuta cases can be shown in the following table:

**Table 1.** Comparison of Princess Cake and Bandung Makuta

No.	Review element	Princess Cake	Bandung Makuta
1	Sensory branding	Prioritizing sight, smell, and taste as the three primary human senses. In the culinary world, these three factors have a significant impact. Despite the fact that it has a dedicated research team	Prioritizing sight, smell, and taste as the three primary human senses. In the culinary world, these three factors have a significant impact. Because it has a relatively decent self-image accepted

No.	Review element	Princess Cake	Bandung Makuta
		to develop new items, it is not always successful in demonstrating innovation in the products it sells. Furthermore, the artist's sometimes problematic self-image is thought to have influenced the collapse of the cake business he runs. STATUS: UNSUCCESSFUL	by the community, the artist also manages the culinary business and is able to develop new product development ideas. STATUS: SUCCESSFUL
2	IMC: a. Advertising b. Direct marketing c. Sales Promotion d. Public relations e. Sponsorship f. Personal selling	Princess Cake has optimized the use of the six current IMC tools. In terms of public relations, there is one point regarded to play a vital function yet is deemed less successful. This is due to the artist's contentious acts, which have an impact on the public's decision-making process when purchasing things. STATUS: UNSUCCESSFUL	Bandung Makuta has optimized the use of the six existing IMC tools. The success of IMC, which has been carried out by the artist as the owner and product marketer, has resulted in the existence of Bandung Makuta to this day. STATUS: SUCCESSFUL
3	AISAS: a. Attention b. Interest c. Search d. Action e. Share	Princess Cake has completed all five stages of the AISAS, with the exception of the sharing stage, not optimal because the presence of food vloggers and celebrities that produce fewer positive evaluations, which has a long-term impact on product sales. STATUS: UNSUCCESSFUL	Bandung Makuta completed all five steps of the AISAS process. The final stage, which determines the long-term performance of sales, is sharing, done through website and social media. Food vloggers and celebrities are not the only ones that share, but others who have purchased and consumed Bandung Makuta do as well. STATUS: SUCCESSFUL

The data in the table above illustrates that various factors influence a product's market success, including the product's quality, the product's originality or novelty, the brand image supplied, and customers' emotional attachment to the products they buy or consume. The downfall of Syahrini's Princess Cake business was due to external product issues, including the artist's involvement in controversial situations, which influenced the public's perception of Princess Cake items.

Bandung Makuta, on the other hand, is considered quite successful in the contemporary artist cake business because not only it is talkative in the food business, but also the artist's self-image, Laudya Cynthia Bella, is considered quite good and positive, allowing it to survive and develop product development variants also in demand by the Indonesian society.

#### 4. Conclusion

The existence of competition coming from similar businesses and debuting at the same time owing to talkativeness, such as the artist cake business that went viral in 2017, demonstrates that public figure's self-image or personal branding is insufficient to ensure a business's long-term viability. In today's digital culture, the cake company is part of the culinary industry, which emphasizes the three main senses of sight, taste, and smell as predictors of success, in addition to the correct marketing method, target market approach, and social media optimization.

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