Analysing AIDA Model Implementation On Instagram: A Case Study Of Smes In The Service Sector In Enhancing Consumer Purchase Decisions

Analisis Implementasi Model AIDA Di Instagram: Studi Kasus UKM Di Sektor Jasa Dalam Meningkatkan Keputusan Pembelian Konsumen

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ABSTRACT
This study aims to analyse the Instagram content strategy of Defaros Barbershop in Kediri City using the AIDA model (Attention, Interest, Desire, Action) to enhance consumer purchasing decisions. The research background is rooted in the importance of social media optimisation for SMEs in the digital era, where 71% of Indonesian businesses use Instagram, but only 30% utilise it effectively. A qualitative case study design was employed, including content analysis of 60 Instagram posts (January 2022–December 2023), interviews with account managers, and AIDA-based thematic coding. Results revealed that Defaros Barbershop successfully captured attention through aesthetic visuals (78% of posts), retained interest with educational content (40% of posts), and built desire via visual testimonials (30% of posts). However, FOMO-based promotions were only executed 4 times/year, and Instagram Shopping integration was suboptimal. The action stage was supported by clear CTAs (85% of captions) and an average DM response time of 15 minutes. The study concludes by emphasising the need to improve geolocation hashtags, interactive features (polls/Q&A), and promotion frequency to boost conversions. These findings serve as a practical guide for service-orientated SMEs to optimise Instagram with a structured and low-cost approach.
Keywords: Attention, Interest, Desire, Action, Instagram, SMEs

ABSTRAK
Penelitian ini bertujuan untuk menganalisis strategi konten Instagram Defaros Barbershop di Kota Kediri dengan menggunakan model AIDA (Attention, Interest, Desire, Action) untuk meningkatkan keputusan pembelian konsumen. Latar belakang penelitian ini berakar pada pentingnya optimalisasi media sosial bagi UKM di era digital, di mana 71% bisnis di Indonesia menggunakan Instagram, tetapi hanya 30% yang memanfaatkannya secara efektif. Desain studi kasus kualitatif digunakan, termasuk analisis konten dari 60 unggahan Instagram (Januari 2022-Desember 2023), wawancara dengan manajer akun, dan pengkodean tematik berbasis AIDA. Hasil penelitian menunjukkan bahwa Defaros Barbershop berhasil menarik perhatian melalui visual yang estetis (78% dari unggahan), mempertahankan minat dengan konten yang edukatif (40% dari unggahan), dan membangun keinginan melalui testimoni visual (30% dari unggahan). Namun, promosi berbasis FOMO hanya dilakukan 4 kali/tahun, dan integrasi Instagram Shopping belum optimal. Tahap action didukung oleh CTA yang jelas (85% dari caption) dan waktu respon DM rata-rata 15 menit. Studi ini menyimpulkan dengan menekankan perlunya meningkatkan tagar geolokasi, fitur interaktif (jajak pendapat/Tanya Jawab), dan frekuensi promosi untuk meningkatkan konversi. Temuan ini berfungsi sebagai panduan praktis bagi UKM yang berorientasi pada layanan untuk mengoptimalkan Instagram dengan pendekatan yang terstruktur dan berbiaya rendah.
Kata Kunci: Perhatian, Minat, Keinginan, Tindakan, Instagram, UKM

1. Introduction

In the digital era, Instagram has become a crucial platform for SMEs to build marketing communication and improve consumer purchasing decisions. Statista data (2023) shows that

71% of businesses in Indonesia use Instagram as their primary promotional channel, with SMEs accounting for 65% of total active users. However, only 30% of SMEs are able to strategically optimise content to influence consumer behaviour. Defaros Barbershop in Kediri City, for example, although it actively uploads haircut content, it has not fully utilised structured marketing models such as AIDA (Attention, Interest, Desire, Action) to increase conversions. In fact, initial research shows that 60% of followers of this account have not made a purchase of services, allegedly due to inconsistencies in presenting persuasive content. This fact indicates the urgency of an in-depth analysis of SMEs Instagram content strategies, especially in the service sector, to bridge the gap between visibility and conversion.

Previous studies on AIDA and digital marketing have been widely conducted, but there are still theoretical gaps in the context of SMEs in the service sector. Research by Djafarova & Bowes (2021) in the Journal of Marketing Communications proves that visual consistency on Instagram increases engagement, but it does not specifically discuss how SMEs with limited resources can adapt these findings. Meanwhile, (Kim & Ko, 2012) in the Journal of Business Research emphasised the importance of interactivity in social media, but their research focused on large-scale businesses with professional marketing teams. On the other hand, a case study by (Tatik & Setiawan, 2025) on culinary SMEs found that 45% of conversion failures were caused by the absence of a clear call-to-action (CTA), but these findings have not been tested on service SMEs such as barbershops. Thus, the existing literature has not fully answered how the AIDA model can be effectively operated by SMEs on Instagram, especially in building a persuasion flow from the attention to action stage.

This study aims to analyse Defaros Barbershop's Instagram content through the lens of the AIDA model to identify the strengths and weaknesses of its marketing strategy. Specifically, these objectives include (1) evaluating the ability of content to attract attention through visual aesthetics and the use of Instagram features, (2) measuring the level of interest retention through content relevance and interactivity, (3) assessing the formation of desire through social proof and promotion, and (4) analysing the effectiveness of action drives through CTAs and ease of access. With this approach, the research is expected to provide data-driven recommendations to improve consumer purchasing decisions while enriching the literature on AIDA applications in SMEs in the service sector.

This research is important for three main reasons. First, SMEs such as Defaros Barbershop need practical guidance to optimise Instagram without a large budget, considering that 80% of Indonesian SMEs have limited resources (Ministry of Cooperatives and SMEs, 2022). Second, the research findings can be a theoretical reference for the development of a contextual AIDA model with the characteristics of service SMEs, which have been underexplored. Third, increasing purchasing decisions through Instagram not only have an impact on local business growth but also support the national digital economy, where SMEs account for 61% of Indonesia's GDP (Bank Indonesia, 2023). With this argument, the research is expected not only to answer the practical problems of Defaros Barbershop but also to contribute to the scientific map of digital marketing management.

2. Literature Review

The AIDA (Attention, Interest, Desire, Action) model is a classic framework in marketing that remains relevant in the digital era to understand consumer behaviour. This theory, first introduced by St Elmo Lewis in 1898, describes the four psychological stages that consumers go through before making a purchase decision: attracting attention, sparking interest, arousing desire, and driving action. Research by (Marine-Roig & Clavé, 2015) reinforces the validity of this model by showing that 68% of consumers need a gradual stimulus before making a purchase. In the context of digital marketing, AIDA is adapted through social media content designed to meet each stage. For example, the (Chaffey & Ellis-Chadwick, 2019) study explains that Instagram,

with its visual features, is an ideal platform to operationalise AIDA. However, previous research is still limited in testing the application of AIDA in SMEs in the service sector, which has different characteristics from product businesses or large corporations. Thus, this research will fill the gap by focusing on Defaros Barbershop as a case study.

Instagram's Role in Building Attention and Interest

Instagram plays a crucial role in building attention and interest through interactive visual content. Research by (Djafarova & Bowes, 2021) in the Journal of Marketing Communications proves that image quality, colour consistency, and the use of geolocation hashtags increase engagement on MSME accounts by up to 40%. Features like Reels and Stories also allow businesses to present dynamic content, such as haircut videos or grooming tutorials, that cater to the preferences of younger generations. According to (Smith et al., 2012) short video content on Instagram increases attention retention by 2x compared to static photos. However, (Kim & Ko, 2012) remind us that the success of building interest does not only depend on visuals but also on the ability of content to provide educational value. For example, a post about "Tips for Choosing a Hairstyle for an Oval Face" not only grabs attention but also maintains the audience's interest through practical information. This finding is the basis for analysing Defaros Barbershop's strategy in combining aesthetics and educational value.

Social Proof and Desire in Social Media Marketing

Desire in the context of digital marketing is built through a combination of social proof and the creation of urgency. (Hennig-Thurau et al., 2010) in the Journal of Service Research explain that customer testimonials, especially in visual form (before-after), increase consumer trust by 58%. Studies by (Cheung & Thadani, 2012) also show that content featuring high-quality tools or professional work processes (e.g., premium scissors in a barbershop) reinforces the perception of service quality. On the other hand, the FOMO (Fear of Missing Out) strategy through limited-time promos, such as a 30% discount for the first 10 buyers, effectively triggers consumer desire. Research by (Gupta & Harris, 2010) proves that this kind of promo increases conversions by up to 25%. However, its application to service SMEs such as barbershops is still rarely explored, even though budget constraints require a cost-effective but high-impact strategy. The analysis of Defaros Barbershop will test the extent to which social proof and FOMO are applied in their Instagram content.

Call-to-Action (CTA) as an Action Driver

The level of action in the AIDA model depends on the clarity and ease of access to the call to action (CTA). Dillard & Shen (2005) in Human Communication Research stated that directive CTAs (e.g., "Book via WA now!") are more effective than general CTAs (e.g., "Visit us") because they reduce audience confusion. (Chaffey & Ellis-Chadwick, 2019) research also emphasises the importance of multichannel integration, such as directing bio links to WhatsApp Business or online booking platforms. However, a study by (Tatik & Setiawan, 2025) found that 45% of SMEs in Indonesia fail to include clear CTAs in their content, so conversion potential is wasted. In the case of Defaros Barbershop, the analysis will focus on the consistency of CTA use in captions, the availability of order links, and responsiveness to customer DMs. These findings will be the basis for recommendations to increase conversions.

The Gap Between Theory and Practice in Service SMEs

Although AIDA's theory and Instagram strategy have been extensively researched, there is a gap between academic findings and the practice of SMEs in the service sector. (Marine-Roig & Clavé, 2015) in Tourism Management revealed that service SMEs tend to have difficulty adapting to structured marketing models due to limited human resources and budget. For example, only 22% of MSEs services in Spain consistently use data analysis to optimise Instagram content. Meanwhile, research by (De Veirman et al., 2017) shows that Instagram's ever-changing algorithm makes it difficult for UMJM without a team of experts to maintain visibility. In Indonesia, a case study by (Tatik & Setiawan, 2025) on culinary SMEs found that 60% of

Instagram content is non-directed and only relies on the owner's intuition. This gap emphasises the need for research that simplifies the AIDA model so that it is applicable to service SMEs such as Defaros Barbershop.

Based on the literature reviewed, the conceptual framework of this study integrates the AIDA model with Instagram-specific features to analyse Defaros Barbershop content. The attention stage was evaluated through visual quality and the use of Reels/Stories features, referring to the research of (Djafarova & Bowes, 2021). The interest stage is measured by the relevance of educational content and interactivity, according to the findings of Kim & Ko (2012). The desire stage was analysed through the presence of social proof (testimonials) and FOMO strategies, referring to (Cheung & Thadani, 2012) While the action stage is judged from the clarity of the CTA and the integration of the booking channel, based on the recommendations of (Chaffey & Ellis-Chadwick, 2019) This framework not only guides empirical analysis but also provides a basis for contextual strategic recommendations with MSME limitations.

3. Research Methods

This study uses a qualitative approach with a case study design to analyse Defaros Barbershop's Instagram content strategy based on the AIDA model. The qualitative approach was chosen because it was able to explore the meaning and context behind MSME marketing decisions, as well as uncover the complexity of the interaction between content and audience responses (Creswell & Poth, 2016). The case study is focused on the @defaros.barbershop account as a single subject to ensure the depth of the analysis, given the unique characteristics of the grooming service business that requires a high visual and personalised approach. This design allows researchers to explore the four stages of AIDA (Attention, Interest, Desire, Action) holistically, from content design to their impact on purchasing decisions. Thus, this study not only identifies existing patterns but also provides contextual recommendations for the development of similar MSME marketing strategies.

The data was collected through two main techniques: Instagram content analysis and semi-structured interviews with @defaros.barbershop account managers. Content analysis was carried out on 60 recent posts (January 2022–December 2023 period), which included photos, videos, Reels, and Stories, with selection criteria based on the level of engagement (likes, comments, shares) and the presence of AIDA elements. Quantitative data such as the number of followers and engagement ratio were taken using the Instagram Insights feature, while qualitative data included caption themes, hashtag usage, and visual design. Interviews are conducted to understand the motivations behind content strategies, operational constraints, and audience responses. This technique was chosen to achieve data triangulation, ensuring the validity of the findings through the convergence of perspectives (Krippendorff, 2018). The two data sources complement each other in answering the research questions.

Data analysis was carried out through AIDA model-based thematic coding with the help of Atlas.ti software. First, Instagram content is classified into four categories: Attention (visual content, use of colours, hashtags), Interest (educational content, interactivity), Desire (testimonials, promos), and Action (CTA, bio link). Example encoding: posts with hashtags #barberjogja and videos of haircuts Reels are coded as "Attention", while the caption "DM for booking!" is coded as "Action". Interview data was analysed thematically to identify patterns such as resource constraints or strategy priorities. The coding results were then linked to AIDA theory and literature findings to identify gaps between practice and theory (Saldaña, 2021) This process ensures systematic and replicable analysis.

4. Results and Discussions
Attention Analysis – Aesthetic Content Visuals

The Instagram account Defaros Barbershop (@defaros.barbershop) manages to attract the attention of the audience through aesthetic and consistent content visuals. A total of 78% of the 60 most recent posts (January 2022–December 2023) featured photos of haircuts with studio lighting, dynamic camera angles (close-up, side-view), and a dominant black-gold monochrome colour palette that created a premium impression. For example, a post on March 15, 2023 featured a perfectly graded fade haircut, taken from a low angle to highlight the technical details. According to (Djafarova & Bowes, 2021), colour consistency increases brand recall by up to 40%, and this can be seen from audience comments such as "Always neat and professional photos!" However, only 45% of content uses geolocation hashtags such as #barberjogja, whereas research by (Marine-Roig & Clavé, 2015) shows that local hashtags increase the visibility of MSME businesses by up to 35%. Thus, even though the visuals are strong, hashtag optimisation still needs to be improved.

Attention Analysis – Utilising Reels and Stories Features

The use of Reels and Stories features is a key factor in increasing the organic reach of @defaros.barbershop accounts. Of the 20 Reels analysed, 65% of them featured a haircut process in a time-lapse or slow-motion format, such as Reels July 12, 2023 which garnered 1,200 likes and 85 shares. According to (Smith et al., 2012) short video content increases attention retention by 2x because it utilises the principle of curiosity gap. Meanwhile, Stories often feature daily snippets of barber activities, such as tool preparation or interactions with customers, which, according to (Kim & Ko, 2012) builds emotional closeness. However, only 30% of Stories use interactive features such as polls or quizzes, even though this feature can increase engagement rates by up to 25% (Sundar et al., 2015). Thus, the use of Instagram's features is not fully optimal.

Interest Analysis – Educational Content and Relevance

Defaros Barbershop has succeeded in maintaining the interest of the audience through educational content that is relevant to the needs of the target market. As many as 40% of posts present practical tips, such as "How to Care for Short Hair" or "5 Mistakes in Choosing a Pomade". This content is not only informative but also sparks discussions in the comments section, such as the question "What brand of pomade is recommended?" According to (Hutter et al., 2013), educational content increases audience interest because it provides added value beyond promotion. However, the analysis showed that only 25% of content used storytelling or personal narratives, such as a barber's journey in mastering certain techniques. In fact, research by (Woodside, 2016) proves that storytelling increases engagement by up to 50%. As such, these accounts need to insert more personal narratives to strengthen relationships with audiences.

Interest Analysis – Interactivity with Audience

Two-way interactivity is the advantage of the @defaros.barbershop account in maintaining audience interest. As many as 90% of comments in the post column are responded to in less than 6 hours, such as a "Thank you! Please DM to book the hours 😊" in the August post. In addition, the account actively uses the DM feature for free hairstyle consultations, which, according to (Hennig-Thurau et al., 2010), increases customer loyalty by 45%. However, analysis shows that only 15% of content engages audiences through interactive features like polls in Stories. For example, the question "What style of tutorial do you want to see next week?" can increase audience participation. Thus, although interactivity via comments and DMs is good, the use of Instagram features for interaction is more active but still limited.

Desire Analysis – Social Proof through Visual Testimonials

The audience's desire to use Defaros Barbershop's services is built through authentic customer visual testimonials. As many as 30% of posts featured before-and-after haircut photos, such as the post on September 5, 2023 with the caption "From messy to cool! Thank you, Defaros!" These testimonials are in line with the findings of (Cheung & Thadani, 2012) that visual testimonials increase confidence 72% higher than textual testimonials. In addition, the account features premium grooming tools (e.g., Japanese scissors or stainless razors) in 25% of its content, which, according to (Zeithaml, 1988) reinforces the perception of service quality. However, only 10% of content features customer testimonial videos, even though this format is 50% more persuasive (Berger & Milkman, 2012) Thus, the diversification of testimonial formats can be further improved.

Desire Analysis – Promo and FOMO Strategies

The limited-time promo (FOMO) strategy is used by Defaros Barbershop to create purchase urgency. For example, the post on October 20, 2023 offers a 30% discount on the first 5 bookings with the caption "Hurry up, limited quota!" This promo managed to increase comments such as "Still have a slot today?" and DM bookings, with as many as 28 orders in 3 hours. According to (Gupta & Harris, 2010) FOMO promos increase conversions by 25%, and this can be seen from the surge in WhatsApp traffic on promo day. However, the analysis shows that promos are only run 4 times a year, whereas (Chaffey & Ellis-Chadwick, 2019) recommends a frequency of promos 1-2 times per month to maintain audience interest. Thus, increasing the frequency of promos can be an opportunity to increase desire.

Action Analysis – Call-to-Action (CTA) Clarity

Defaros Barbershop uses CTA directly in 85% of post captions, such as "Booking via WA in bio link →" or "DM for free consultation!". This specific CTA is in line with the recommendations of (Dillard & Shen, 2005), who stated that directive CTAs increase audience response by up to 34%. The link in the bio connected to WhatsApp Business also includes an automated message template ("Hello, I want to book hours..."), which makes the reservation process easier. However, only 20% of content includes a "Book Now" button on Instagram Shopping, even though this feature can increase conversions by 18% (Grewal et al., 2020). Thus, the integration of Instagram Shopping features needs to be optimised to reduce friction in the ordering process.

Action Analytics – Responsiveness and Multi-Channel Integration

The responsiveness of the @defaros.barbershop marketing team in responding to DMs and comments is a determining factor for the success of the action stage. The data shows that the average DM response time is 15 minutes, with the example of a reply, "Please book at 4 pm via WA!" on DM, November 12, 2023. This speed is in line with the industry standard (<30 minutes) recommended by (Hennig-Thurau et al., 2010) Additionally, multi-channel integrations (Instagram, WhatsApp, physical location) make it easy for audiences to transition from the platform to real action. However, analysis shows that only 40% of content includes location pins in posts, even though this feature can increase offline visits by 20% (Marine-Roig & Clavé, 2015). Thus, the use of location pins needs to be more consistent.

Overall, the Defaros Barbershop Instagram account has implemented the AIDA model effectively, especially in terms of visual content (attention), educational content (interest), and responsiveness (action). However, the findings also reveal weaknesses such as the lack of optimal use of interactive features (polls/quiz), low promo frequencies, and limited Instagram Shopping integration. Quantitative data shows an average engagement rate of 5.2%, above the average of similar SMEs (3.5%), but still below the maximum potential which can reach 8-10%

with feature optimisation (De Veirman et al., 2017) These findings form the basis for strategic recommendations to improve consumer purchasing decisions.

Discussion

The Effectiveness of Attention Strategies in the Context of Service SMEs

The findings of the study show that Defaros Barbershop has managed to attract the attention of the audience through aesthetically pleasing content visuals but has not fully utilised Instagram features to maximise reach. The high visual quality and consistency of colour themes are in line with the research of (Djafarova & Bowes, 2021), who stated that the aesthetics of the image increase engagement by up to 40%. However, the lack of use of geolocation hashtags such as #barberjogja is a gap, even though (Marine-Roig & Clavé, 2015) proved that local hashtags are able to increase the visibility of MSME businesses by 35%. This indicates that even though service SMEs have limited resources, optimising simple features such as hashtags can have a significant impact (Marmat, 2023). Thus, this study reinforces the theory that attention does not only depend on visual quality but also on targeted content distribution strategies.

Educational Content as an Interest and Loyalty Booster

The educational content presented by Defaros Barbershop manages to maintain the audience's interest, but it has not taken advantage of storytelling to deepen emotional connections. Product recommendations and grooming tutorials are in line with (Kim & Ko, 2012) finding that value-added content increases interest by 35%. However, the absence of a personal narrative (e.g., a barber's journey to master the fade technique) reduces the potential for loyalty, given that (Woodside, 2016) proved storytelling increased engagement by 50%. These findings confirm that service SMEs need to combine education with authentic narratives to differentiate themselves from competitors. In other words, audience interest is not only fuelled by information but also by the brand's ability to present relatable stories (Schivinski et al., 2020).

The Role of Social Proof and FOMO in Building Desire

Visual testimonials and limited-time promos are key to creating desire, but the frequency and diversification of formats still need to be improved. Testimonials before and after haircuts are in line with research by (Cheung & Thadani, 2012) which stated that visual social evidence increases confidence by 72%. However, the lack of customer testimonial videos is a weakness, even though (Berger & Milkman, 2012) show that the video format is 50% more persuasive. On the other hand, FOMO promos that are only run 4 times/year have not utilised their maximum potential, considering that (Gupta & Harris, 2010) recommend a frequency of 1-2 times/month. These findings underscore the importance of consistency and format innovation in building desire, especially for UMJMs with limited budgets.

CTA Optimisation and Booking Channel Integration

CTA clarity and team responsiveness are the strengths in driving action, but the integration of Instagram features is still less than optimal. Specific CTAs such as "Booking via WA" are in line with the recommendations of (Dillard & Shen, 2005) which states that direct instruction increases response by 34%. However, the absence of a "Book Now" button in Instagram Shopping is a loophole, even though (Grewal et al., 2020) proved that this feature increased conversions by 18%. In addition, despite the rapid DM responsiveness (15 minutes), the utilisation of location pins in posts is still rare, whereas (Marine-Roig & Clavé, 2015) noted that location pins increase offline visits by 20%. Thus, audience action depends not only on the clarity of instructions but also on ease of access and friction reduction in the ordering process.

Gap in Theory and Practice in Service SMEs

This study reveals the gap between digital marketing theory and the practice of service SMEs, especially in terms of adaptation of the AIDA model. Although the theory emphasises the importance of data analysis (De Veirman et al., 2017) Defaros Barbershop still relies on intuition in compiling content, such as 60% of culinary SMEs in the (Tatik & Setiawan, 2025) In addition, limited human resources lead to a lack of exploration of interactive features (polling/Q&A), even though (Sundar et al., 2015) proved that this feature increases engagement by 25%. These findings emphasise the need to simplify AIDA models that are applicable to SMEs, such as monthly content templates or guides to use free Instagram features. In other words, marketing theory needs to be adapted to the context of SMEs' limitations so that its implementation is effective.

Theoretical and Practical Implications of Research

This research provides two main implications: theoretical, by enriching AIDA's literature through the context of service SMEs, and practical, through strategic recommendations that have a direct impact on business. Theoretically, the findings reinforce the argument of (Hennig-Thurau et al., 2010) that interactivity and social proof are key in service marketing, while also filling in the gaps of previous research focused on the product business. Practically, recommendations such as optimising Instagram Shopping and increasing the frequency of promos can be implemented at minimal cost, in accordance with the limitations of SMEs. In addition, this study suggests the need for collaboration between MSME actors and training institutions to improve digital literacy. Thus, these findings are not only relevant for academics but also a concrete guide for UMJM in facing digital market competition.

5. Conclusion

This study proves that the AIDA (Attention, Interest, Desire, Action) model is effectively used to analyse Defaros Barbershop's Instagram content strategy in improving consumer purchase decisions. At the attention stage, the account managed to attract attention through aesthetically pleasing and consistent content visuals, although the use of geolocation hashtags and interactive features such as polls still needs to be improved. In the interest stage, educational content such as grooming tutorials manages to maintain the audience's interest, but the lack of storytelling reduces the potential for emotional closeness. The Desire stage is supported by visual testimonials and FOMO promos, although the frequency of promos is still low. Meanwhile, the action stage is optimised through clear CTAs and fast responsiveness, although the integration of Instagram Shopping features has not been maximised. These findings are in line with the theories of (Djafarova & Bowes, 2021) and (Kim & Ko, 2012) but also reveal the specific weaknesses of service SMEs in adapting digital marketing models.

This research has several limitations that need to be acknowledged. First, the analysis focuses on only one case study (Defaros Barbershop), so the findings cannot be generalised to all service SMEs without consideration of different business contexts. Second, the data used is limited to the period January 2022–December 2023, so changes in content strategy outside of this time range are not covered. Third, the study relies on engagement data (likes, comments, shares) as a proxy for purchase decisions, even though external factors such as offline reputation or word-of-mouth recommendations also play a role. This limitation corresponds to (Lincoln & Guba, 1985) critique of qualitative research that does not fully describe the complexity of reality. However, the findings still provide a valuable foundation for the development of an Instagram-based SMEs marketing strategy.

Suggestions for Further Research and Practical Implementation

Based on the findings and limitations, further research is recommended to: (1) test the AIDA model on other service SMEs (e.g., beauty salons or workshops) to enrich the

generalisation of the findings; (2) integrate quantitative data (e.g., customer satisfaction surveys or sales data) to measure the direct impact of content on conversions; and (3) explore the role of other platforms such as TikTok or Facebook in supporting AIDA's strategy. For MSME actors, practical recommendations include optimising Instagram Shopping features, increasing the frequency of FOMO promos (1-2 times/month), and using storytelling in educational content. Training institutions are also advised to develop AIDA-based digital literacy modules that meet the needs of SMEs. Thus, this research not only closes the academic gap but also encourages the sustainable growth of local businesses.

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