

AISAS MODEL ANALYSIS ON FOOD BUSINESS LA MAISON, MEDAN

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Abstract:

La Maison is a dessert shop that focuses on French desserts such as macarons, cupcakes, croissants, cookies, cakes, etc. Opened in 2011, La Maison is very well known in Medan and many of its customers request it to be open in Indonesia capital city, Jakarta. Now La Maison has opened 5 branches, two in Medan and the other three in Jakarta, Indonesia. This research is intended to analyze La Maison with the AISAS model. AISAS is an acronym for Attention, Interest, Search, Action, and Share. AISAS is used as stages or steps in promotion from the moment it captures the consumer's attention to sharing the product/service to others. The information and data is compiled by using a descriptive qualitative method that analyzes data and information and interprets it in detail. This research shows that La Maison follows AISAS steps and succeeded until the last step where buyers share positive things about La Maison desserts.

Keyword: AISAS, Descriptive Qualitative, Food Business.

INTRODUCTION

La Maison is a dessert store on Biduk Street No. 66, Medan, Indonesia. Since 2011 La Maison has developed its wings by opening a branch in Plaza Senayan, Jakarta, Indonesia on 20th December 2022. La Maison has also opened branches in Sun Plaza Medan, Grand Indonesia Jakarta, and PIK Avenue Jakarta. La Maison offers France-styled desserts with its signature dessert, Macarons. It also offers cupcakes, croissants, cookies, and cake. On social media, La Maison has an Instagram account with 97,3 thousand followers and a website. Through its Instagram La Maison posts cake pictures and buyers enjoying the dessert. La Maison constantly creates new menus and flavor variants, especially on Holiday or event day.

In managing a business, marketing is an inseparable factor. According to Yulia, (2018) social marketing is a study to develop healthy communication activities that impact individual behavior. A way to use communication channels to convey messages well. Communication marketing is an effort to convey a message to the public, especially targeted consumers about the existence of a product/service on the market (Siswanto, 2013); (Chrismardani, 2014); (Irianto, 2015).

As technology and information develop and applications in the market, social media has become an information and entertainment source that is familiar to the public (Putri & Prayoga, 2021); (Latif & Sos, 2022); (Habibie et al., 2022). This makes social media become the right medium to sell and promote products/services. With the existence of Instagram, Tiktok, Youtube, and others. sellers can build a better brand image and easier to be known by the public (Tresnawati & Prasetyo, 2018). Through social media, sellers can make and share information with a variety of content and context and build the brand widely (Trulline, 2021). This makes social media an important role in marketing because of its communication aspect.

AISAS (*Attention, Interest, Search, Action, Share*) is a buying process introduced by Dentsu (Humaira, 2021); (Safira et al., 2019); (Alhudha et al., 2022). Through this method, potential buyers will see a commercial notification that will spark the buyers' interest. Afterward, the potential buyer will search for the product/service information thoroughly and a purchase will be made and the buyer will share its experience with other people (Jayanti, 2023).

This research is intended to analyze the AISAS model on La Maison, the way La Maison captured its potential buyers' attention until the end step which is sharing the food quality and taste to family and friends. The data collection method uses the descriptive qualitative method which is to collect information and data through journals, articles, and official websites.

METHOD

Before analyzing the AISAS model on La Maison, this research will collect information and data through the descriptive qualitative research method. Qualitative research is a process of understanding human or social phenomena by creating a complete and complex image where the data is served with detailed words from reliable sources (Fadli, 2021). Descriptive qualitative research is a research method that begins with a clear process or incident where its end can be concluded from that process or incident (Yuliani, 2018).

This method is chosen because it is considered suitable for the analysis method which is compiling information from different sources such as journals, articles, books, and official websites that will be curated and concluded. The result will be a detail description of the analysis with informative and accurate data.

AISAS model is an acronym for Attention, Interest, Search, Action, and Share. It is a development form AIDMA which works on a product/service that has a low involvement thus Dentsu tries to re-formulate consumers' buying behavior for a high-involvement product/service.



Figure 1 AISAS Model

AISAS is when Attention creates Interest that makes consumers to Search and take Action, afterward they will Share it to others. On Attention and Interest marketers will change the passive psychology that emerges from the given stimulus by IMC (*Integrated Marketing Communication*). On Search, Action, and Share, consumers will do the activity when there's an interest in an active product/service.

RESULTS AND DISCUSSION

Attention

La Maison through their instagram @laison.id reposted some photos when their customer's family celebrated their special event, said thank you, and tagged their instagram id. La Maison also worked with Regina Fortuna Amal Winfield who is a blogger and mother with two kids, posted through La Maison's Instagram account.

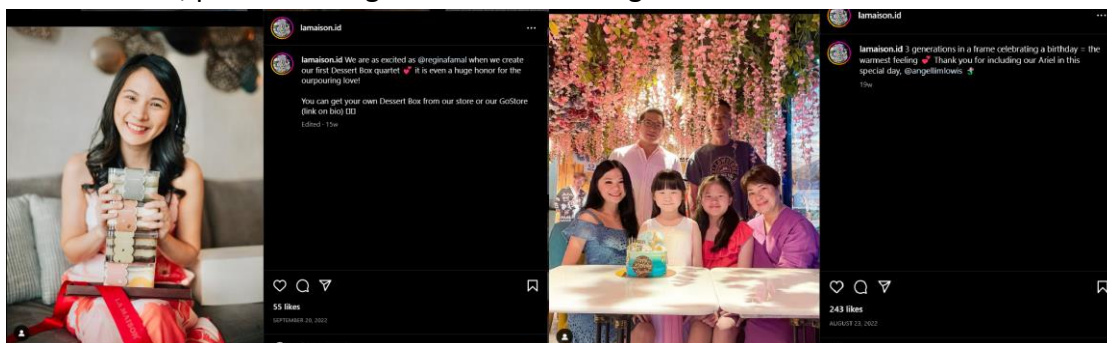


Figure 2 La Maison Post

La Maison posted family's photo that shows celebrating birthdays or other special events by buying birthday cake or La Maison's other products. As we can see, the target audience of La Maison is young mothers and young people who want to celebrate their special event, for example the birthday event of family members or their relatives.

Interest

La Maison's dessert menu is frequently ordered by the company when they have special occasions like Bank Indonesia who ordered La Maison's hampers. The people who received hampers may just know La Maison does exist. Also people get to see their instagram account to know La Maison's existence. If people already try hamper foods and like the product, then that person may be interested in buying the La Maison's product. La Maison frequently ordered birthday events for family members or their relatives. It can provoke the curiosity of the relative or the guest at the event who never heard about La Maison. At the moment when they try La Maison's product and might think the taste is good, it might be that person's interest to search for some information about La Maison.

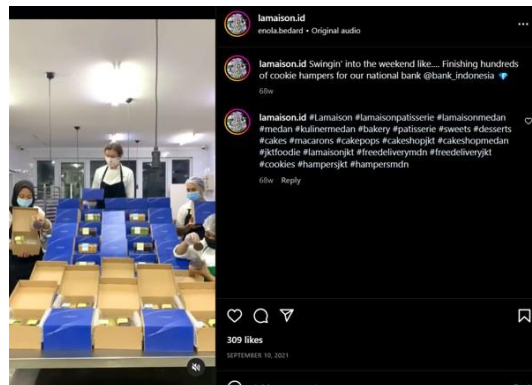


Figure 3

La Maison's Hamper for Bank Indonesia

During the big occasions, La Maison also releases unique product packages according to the theme, for example the Easter celebration. La Maison released an egg-shaped cake. These things are new releases by La Maison to guide interest for potential customers or previous buyers.



Figure 4
Easter Edition's Product

Search

People that are interested with La Maison's product will search for information about the La Maison store location. The Information can be found through their instagram account @lamaison.id and website Lamaison.id. They have 5 stores, 2 in Medan on Biduk street and Sun Plaza, and 3 stores in Jakarta which are in Grand Indonesia, PIK Avenue Mall, and Plaza Senayan. For more information about the price list and other things can be found in La Maison's instagram bio.



Figure 5
La Maison Store

Action

After the prospective buyers know about the menu and location of La Maison store, they will be going to the location in order to buy the product directly. In the La Maison store there are information about the menu and price list by ala carte (individual) or package, also a booking feature if customers want to book for an event.



Figure 6
La Maison Products

Share

After the customers try the La Maison product that they bought and like it, they will share it with their relatives or family members. It can be seen through La Maison Instagram that their product is often ordered for celebrating birthday events or company events. From those events La Maison indirectly invited many people to know them and enjoy their food, and have the potential for customers to repurchase their product for personal consumption or share it to family members or other relatives.

Then for the satisfaction of buyers, there are consumer testimonials to share their experiences on Instagram. By posting photos and videos on Instagram feeds/reels and then tagging Instagram Lamaison.id. In addition, to maintain a good image with consumers, La Maison always comments and likes on consumers' Instagram posts.



Figure 7
Family picture that celebrate their birthday with macaroon and cake from La Maison



Figure 8

Consumers post Macarons photos from La Maison for share the experiences on Instagram accompanied by comments from La Maison to show a good image with consumers

CONCLUSION

According to the analysis in the previous chapter, it can be concluded that: (1) The AISAS model is a fitting promotion step for La Maison to obtain customers' attention and share it willingly to others. This allows La Maison to be known wider to the public. People who have not heard about La Maison can be tempted to search for it by the praise given from their relatives or close friends. (2) It can be seen that the AISAS model is a linear step for an individual but it can be considered to be a circular step if the sharing step is done well and other people will also give attention to a brand and if they are satisfied, they will share it to their family and friends who didn't know about it thus this will be continued to the other person.

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