



**Designing a Social Media Campaign to Promote Bakmi
Laris Cikarang for Millennials using AISAS
Methodology**

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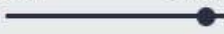
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By

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ABSTRACT

This thesis aims to analyze the means of developing a digital marketing strategy for Bakmi Laris through social media for brand awareness purposes for millennial targets using the AISAS (Attention, Interest, Search, Action, Share) framework. The concept of AISAS comes from consumer behavior theory to raise attention and increase interest through media-based channels. This is increasingly crucial for Bakmi Laris in the competitive market filled with too many online distractions that make millennials want to find authenticity and practicality in their dining endeavors. Thus, this study shows that the importance of each segment of the AISAS concept creates meaningful digital customer touchpoints for Bakmi Laris in the future for awareness. For Attention, the visual elements should spotlight Bakmi Laris's main dish (e.g., Bakmi Karet); for Interest, the creative stories should provide the brand story properly to appeal to the millennial generation's desires or needs. Furthermore, Search and Action rely on digital interaction and focus on the online presence touchpoint to prompt digital engagement and encourage positive ordering experiences. Finally, Share focuses on user-generated content as an organic way to garner reach. The study also justifies why a digital-first approach is necessary, as millennial behavior depends on social media third-party assessments to learn about local eating possibilities. Ultimately, this case study concludes that a thorough AISAS campaign can appeal to both Bakmi Laris's localized features and potential for digital growth, providing insights to demonstrate how solid digital marketing strategies can generate interest in headcount and the greater community.

Keywords: *AISAS method, social media strategy, Digital marketing, Brand awareness, Millennial consumers, Bakmi Laris.*

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TABLE OF CONTENT

STATEMENT OF ORIGINALITY	3
PANEL OF EXAMINER APPROVAL.....	4
SCIENTIFIC PUBLICATION APPROVAL.....	5
Designing a Social Media Campaign to Promote Bakmi Laris Cikarang for Millennials using AISAS Methodology	6
TURNITIN PLAGIARISM RESULT.....	7
GPTZERO ARTIFICIAL INTELLIGENCE BASED ANTI-PLAGIATION CONTENT CHECH RESULT	8
ABSTRACT	9
ACKNOWLEDGEMENT.....	10
TABLE OF CONTENT	11
LIST OF TABLES	14
LIST OF FIGURES	15
Chapter I.....	17
1.1 Background.....	17
1.2 Specific Problem Identified	18
1.3 Target User Profile.....	19
1.4 Project Objectives.....	20
Chapter II	21
2.1 Background of Cikarang	21
2.1.1 History of Cikarang.....	21
2.1.2 People of Cikarang Residents	22
2.1.3 Characteristics of Cikarang Residents	23
2.2 About Bakmi Laris.....	24
2.2.1 History of Bakmi Laris.....	24
2.2.2 Vision, Mission and Core Values	25
2.2.3 Products and Services	25
2.3 Digital Marketing	27
2.3.1 Advantages and Disadvantages of Digital Marketing.....	28
2.3.2 Components of Digital Marketing	30
2.3.3 Traditional vs Digital Marketing.....	32

2.4	Basic Design Theory	34
2.4.1	Color Theory	34
2.4.2	Typography	39
2.5	Instagram.....	42
2.5.1	How Instagram Works.....	42
2.5.2	Instagram Feeds	43
2.5.3	Instagram Engagement.....	43
2.5.4	Instagram Feed Algorithm	44
2.5.5	Instagram Feed Size	46
2.6	Campaign.....	48
2.6.1	Theory of Campaign	48
2.6.2	Types of Campaign	48
2.6.3	Types of Media in Campaign	50
2.7	AISAS Method	53
2.7.1	Definition and Framework	54
2.8	Brand Awareness	55
2.8.1	Level of Brand Awareness.....	53
2.8.2	Characteristics of Millennials	56
2.8.3	Purchasing Behavior of Millennials.....	56
2.8.4	Relevance to the Bakmi Laris Brand	56
2.9	Previous Study	60
2.10	Theoretical Framework.....	61
Chapter III		64
3.1	Design Research Method	64
3.1.1	Qualitative Method.....	64
3.2	Chart Flow.....	64
3.3	Scope and Limitation	64
3.4	Data Collection.....	65
3.4.1	In-Depth Interview	65
3.5	Data Analyst.....	71
3.5.1	Restaurant's Owner	71
3.5.2	Campaign Expert (F&B Section).....	72

3.5.3	Target Market	73
3.5.4	Observation	74
3.6	Research Outcome	81
Chapter IV		82
4.1	Proposed Design Solution	82
4.1.1	Main Design Outcome	83
4.1.2	Supporting Outcome	83
4.2	Significance of Project	84
4.2.1	Economical Value.....	84
4.2.2	Non - Economical Value	84
4.3	Design Execution	84
4.3.1	Preparation	84
4.4	Design Process	93
4.4.1.	Logo Design	93
4.5	Design Outcome.....	93
4.5.1.	Main Outcome.....	93
4.5.2.	Supporting Outcome	113
4.6	Financial Statement.....	116
4.7	User Testing.....	117
4.7.1.	User Testing Session	118
4.7.2.	User Testing Analyst	120
Chapter V		123
5.1	Conclusion	123
5.2	Recommendation.....	124
5.3	Limitation and Future Plan.....	124
REFERENCES		126
APPENDIX		128

LIST OF TABLES

Table 1.1 Primary Target User Profile.....	19
Table 2.1 Differences of Traditional and Digital Marketing.....	32
Table 2.2 Color Scheme	36
Table 2.3 Recommended Typefaces.....	41
Table 2.4 Type of Campaign	48
Table 2.5 Types of Media in Campaign	50
Table 3.1 Interviewee's Profile.....	66
Table 3.2 Interview with Restaurant's Owner	67
Table 3.3 Interview with Campaign Experts.....	68
Table 3.4 Interview with Target Audience	69
Table 3.5 1 Week Observation	76
Table 4.1 Proposed Design Solution	82
Table 4.2 Content Planning	89
Table 4.3 Campaign Phase	90
Table 4.4 Project Timeline	92
Table 4.5 Project Timeline Detailed.....	93
Table 4.6 Main Outcome Content	94
Table 4.7 Pre-Production Financial Statement.....	116
Table 4.8 Production Financial Statement	116
Table 4.9 Post Production Financial Statement.....	117
Table 4.10 User Testing Interviewee.....	118
Table 4.11 Pre-Question.....	118
Table 4.12 Observation Session Measurement	119
Table 4.13 Interview Question	119

LIST OF FIGURES

Figure 2.1 Cikarang City	21
Figure 2.2 Cikarang City of Industries.....	22
Figure 2.3 Bakmi Laris Logo	24
Figure 2.4 3 Types of Bakmi	25
Figure 2.5 Bakmi Laris Variant Menu.....	26
Figure 2.6 Bakmi Laris Place & Environment.....	27
Figure 2.7 Takeout and Delivery Services	27
Figure 2.8 Digital Marketing	28
Figure 2.9 Advantages and Disadvantages of Digital Marketing	30
Figure 2.10 Traditional vs Digital Marketing	34
Figure 2.11 Color Wheel	34
Figure 2.12 Color Temperature	35
Figure 2.13 Instagram Platform	42
Figure 2.14 Instagram Feed.....	43
Figure 2.15 Instagram Algorithm.....	46
Figure 2.16 Instagram Size	47
Figure 2.17 AISAS Model	55
Figure 2.18 Theoretical Framework.....	62
Figure 3.1 Design Picture Chart Flow.....	65
Figure 3.2 Interviewing with Restaurant's Owner	72
Figure 3.3 Interviewing with an Expert of Campaign.....	73
Figure 3.4 Interviewing with Target Audiences	75
Figure 3.5 Situation of Restaurant in the Morning (09:00-11:00)	79
Figure 3.6 Situation of Restaurant in the Afternoon (12:00-14:00)	80
Figure 3.7 Situation of Restaurant in the Evening (16:00-Close).....	80
Figure 4.1 Visual References	86
Figure 4.2 Moodboard.....	86
Figure 4.3 Typography	87
Figure 4.4 Color	88

Figure 4.5 Brainstorming	88
Figure 4.6 Logo Campaign	93
Figure 4.7 Mug.....	113
Figure 4.8 Tote Bag.....	114
Figure 4.9 Hand fan.....	114
Figure 4.10 Menu.....	115
Figure 4.11 Member Card	115