

ABSTRAK

Perkembangan media sosial, khususnya Instagram, menghadirkan peluang besar bagi UMKM dalam membangun citra dan kedekatan dengan konsumen. Namun, tren penurunan engagement menuntut strategi yang lebih kreatif. Penelitian ini mengkaji bagaimana Teh Iketan memanfaatkan konten hiburan di Instagram @iketan.official sebagai strategi komunikasi pemasaran *digital* UMKM. Tujuan utama penelitian adalah mendeskripsikan bentuk konten hiburan yang digunakan, menganalisis penerapan model AIDA (*Attention, Interest, Desire, Action*), serta mengidentifikasi hambatan yang dihadapi dalam penerapannya. Metode penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan dengan model interaktif Miles & Huberman. Hasil penelitian menunjukkan bahwa Teh Iketan secara konsisten menggunakan konten hiburan berupa video humor, meme, dan storytelling ringan untuk menarik perhatian dan membangun kedekatan emosional dengan audiens. Penerapan model AIDA terlihat jelas, di mana humor mampu menarik perhatian, menumbuhkan minat, hingga mendorong interaksi dan keputusan pembelian. Hambatan utama terletak pada keterbatasan sumber daya kreatif dan konsistensi produksi konten. Kesimpulan, strategi konten hiburan terbukti efektif dalam memperkuat brand trust dan engagement, serta relevan bagi UMKM untuk meningkatkan daya saing digital. Penelitian selanjutnya disarankan mengeksplorasi pengaruh kuantitatif strategi ini terhadap loyalitas konsumen.

Kata Kunci: AIDA, Instagram, Konten Hiburan, Strategi Komunikasi Pemasaran, UMKM

ABSTRACT

The development of social media, particularly Instagram, presents a great opportunity for MSMEs to build their image and closeness with consumers. However, the downward trend in engagement requires more creative strategies. This study examines how Teh Iketan utilizes entertainment content on Instagram @iketan.official as a digital marketing communication strategy. The primary objective of this study is to describe the types of entertainment content used, analyze the application of the AIDA model (Attention, Interest, Desire, Action), and identify the challenges faced in its implementation. The research methodology employs a descriptive qualitative approach, with data collection techniques including observation, interviews, and documentation. Data analysis was conducted using the Miles & Huberman interactive model. The results of the study show that Teh Iketan consistently uses entertainment content in the form of humorous videos, memes, and light storytelling to attract attention and build emotional closeness with the audience. The application of the AIDA model is clearly evident, where humor is able to attract attention, generate interest, and encourage interaction and purchasing decisions. The main challenge lies in the limitations of creative resources and the consistency of content production. In conclusion, the entertainment content strategy has proven effective in strengthening brand trust and engagement, and is relevant for SMEs to enhance their digital competitiveness. Further research is recommended to explore the quantitative impact of this strategy on consumer loyalty.

Keywords: AIDA, Entertainment Content, Instagram, Marketing Communication Strategy, SMEs

