



Implementation of 'My Suzuki' Digital Marketing at Suzuki Samekarindo Indah Samarinda 4W Dealership Based on PICA, AIDA, and 'Buzz vs. Impact' Metric Methods

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Abstract

Affordable This study is about the implementation of 'My Suzuki' digital marketing at Suzuki Samekarindo Indah Samarinda 4W dealership based on PICA, AIDA, and 'Buzz vs Impact' metric. The results show significant increases in awareness, engagement, link clicks, and application registrations, reaching 882 users by September 2025. AIDA-based content, digital ads, and WhatsApp Broadcast strongly contributed to user conversion. The campaign falls into the high buzz – high impact category, indicating that the content generated both strong attention and real impact. Integrating digital marketing strategies proved impactful in the automotive industry.

Keywords: Content Marketing, Social Media Marketing, Purchase Intention, Purchase Decision.

1. Introduction

Digital transformation has changed the way automotive companies interact with their consumers (Miguel et al., 2022) (Omol, 2024) (Ohara et al., 2024). Marketing strategies now rely not only on conventional promotions but also shift to digital platforms, especially social media (Antczak, 2024; Rosário & Dias, 2023; Vieira et al., 2022). This condition is felt in Samarinda City, based on data from the Samarinda City Communication and Information Office (2023) showing data on individual activity in Samarinda City when using the internet as much as 98% social network, individual application Samarinda City when using smartphones as much as 97% social media and social media used by Indonesian citizens is 91,7% WhatsApp, 84,6% Instagram adopted form Melwater (2025). This Condition encourages the Suzuki Samekarindo Indah Samarinda R4 dealer to utilize digital-based marketing to expand the reach of Information and services through social media.

Several previous studies have shown that social media plays a crucial role in digital marketing. Hussein, 2024; Pandey, n.d.; Pavlíček, Ian Bonita 2023) state company Instagram activities big automotive can measure activity content and improve awareness. Abell & Biswas, (2023); Lou, (2022);Andrianus & Rusdi (2024) state that adjustment content local combination

advertisement paid has increase leads. Researchers Tshon Ade Chandra (2024) describes seven companies brand Cars in Indonesia are utilizing digital media (including Instagram) for automotive industry marketing.

Previous research Not yet there are those who combine with AIDA method (Attention–Interest–Desire–Action). Therefore, that research This will use it accompanied by measurement 'Buzz vs Impact' metrics from results impact influence content with Instagram Analytics based viewer, reach, content interaction, link click, visits, and response as A study of the digital marketing strategy of the 'My Suzuki' application implemented by the Suzuki Samarinda Indah Samarinda 4W dealership. This research also explores the PICA (Problem-Identification-Corrective-Action) method produces action use Instagram social media, WhatsApp message marketing, and digital ads as Materials of Marketing in Digital World For increase awareness and interest customer to 'My Suzuki' application.

2. Literature Review

2.1 Materials of Marketing in Digital World

Digital transformation brings change big in method company reach consumers. According to Chaffey & Ellis-Chadwick (2019), digital marketing uses internet- based media to create, communicate, and deliver mark to customers. Some component main Content and Media Assets are:

- a. Social media: Designed visual and textual content for platforms like Facebook, Instagram, and Tiktok For build awareness and interaction brand.
- b. Email/Message Marketing: Electronic mail or chat like Email & WhatsApp which is designed previously for newsletters, promotions and communications customer.
- c. Infographics: Visual representation of data or complex information, making it easier understood and shared by the audience.
- d. Digital Ads: Various form advertisement paid, including advertisement pictures and advertisements pay per click, visible on websites and social platforms.
- e. Video & Multimedia: Engaging video content is growing and impactive channels for digital marketing.

2.2 Strategy (Create-Communicate-Deliver-Value-Target Market-Profit)

CCDVTP is a framework work in the marketing strategy popularized by Philip Kotler (2008), which explains how company create product or required services, communicating the benefits to the right customer, deliver desired value, and achieve objective profit.

Following is explanation of each component of CCDVTP in 'Marketing 'My Suzuki' application at the Suzuki Samarinda Dealer through Digital Ads; 1) Create: Suzuki Indonesia develops application mobile 'My Suzuki'. 2) Communicate: 'My Suzuki ' has benefit convenience buy ethnic group spare parts & service booking, location of the nearest Suzuki Dealer, and many more information about Suzuki products in Indonesia with Mobile application. 3) Deliver: Suzuki Samarinda use Social Media Posts & Digital Ads for 'My Suzuki' awareness to public Samarinda & Suzuki Samarinda consumers. 4) Value: Suzuki consumers get discount benefits service & spare parts when booking through ' My Suzuki' application. 5) Target Market: Owners Suzuki cars in the Samarinda area. 6) Profit: Service in the digital era.

3. Research Methodology

This study employed a mixed-methods approach with a descriptive design. Quantitative data were obtained from Instagram Analytics on AIDA-based social media content (Sitio, 2025), 'My Suzuki' app registration data, and the 'Buzz vs Impact' metric. Qualitative data were obtained through in-depth semi-structured interviews and internal dealer documentation. The study was conducted at the Suzuki Samekarindo Indah Samarinda R4 dealership from February to September 2025.

The qualitative sampling technique used purposive sampling, which involved selecting informants based on their direct involvement in the planning, implementation, and evaluation of the 'My Suzuki' app's digital marketing. Informant criteria included staff familiar with managing the dealership's Instagram business account, implementing WhatsApp Broadcast, digital advertising, and/or monitoring the app registration dashboard. This ensured that the data obtained was relevant to the development of the PICA.

Data collection was conducted through three techniques: (1) observation and documentation of Instagram content, WhatsApp Business, and the 'My Suzuki Dealer' dashboard; (2) in-depth semi-structured interviews with selected informants to explore key issues, causes of low app usage, customer habits, and alternative corrective actions; and (3) recording quantitative data in the form of views, reach, content interactions, link clicks, visits, responses, and the number of app registrations per month.

Quantitative data analysis was conducted descriptively by comparing Instagram Analytics metric performance, app registration growth, and campaign position on the 'Buzz vs Impact' metric. The collected data was analyzed using an interactive analysis model consisting of data reduction, data presentation, and conclusion drawing (Wulandari et al, 2025) with a sample of more than 30 respondents (Gay et al, 2009).

4. Result And Discussion

4.1 Result

Implementation interviews, Instagram content with AIDA method and advertising paid already processed, so that in October 2025 namely researchers do data analysis through Instagram Analytics & 'My Suzuki' application data.

4.1.1 PICA

The PICA method is a marketing communication approach used to attract and direct potential users of the My Suzuki application through the stages of identifying consumer problems (Problem), building interest in the application's features (Interest), convincing them of its benefits and advantages (Conviction), and encouraging action to use the application (Action).

Table 1. PICA of Suzuki Samarinda.

Problem Identification		Corrective Action	
Consumers of Suzuki Samarinda Outlet recorded Jan-Jun 2025 who downloaded & registered	1. Samarinda users in 2025 = 2175, so the Samarinda community / Suzuki consumers have not yet... Lots know benefit 'My Suzuki' mobile application.	1. Samarinda community know application mobile 'My Suzuki'.	Paid Digital Ads 'My Suzuki' on Instagram 'Suzuki Samarinda'.
	2. Suzuki consumers are accustomed to with	2. Suzuki consumers know benefit 'My	

My Suzuki = 69 users.	Booking Service via WA (WhatsApp).	Suzuki' application.	
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4.1.2 AIDA of Suzuki Samarinda

Content 'My Suzuki' application uses AIDA method:

- Attention: Interesting the attention of the target audience with information buy spare parts and service list in One grip.
- Interest: Building audience interest in 'My Suzuki' service that makes things easy and convenient.
- Desire: Change interest becomes desire strong for own 'My Suzuki' service with profit addition Get discount promos on service and spare parts.
- Action: Direct audience for do actions on download & registration services 'My Suzuki' mobile application.

4.1.3 Instagram Content

Samekarindo Indah Samarinda 4W Dealer has Instagram account types business named 'Suzuki Samarinda' is located at <https://www.instagram.com/suzuki.samarinda/.%20Suzuki>. Suzuki Samarinda Instagram account has 2,526 followers as of October 2025 with posts containing information around product Suzuki car with service Sales, Service, and Spare Parts in Samarinda. And one of them content from Instagram that is project information application mobile 'My Suzuki'.

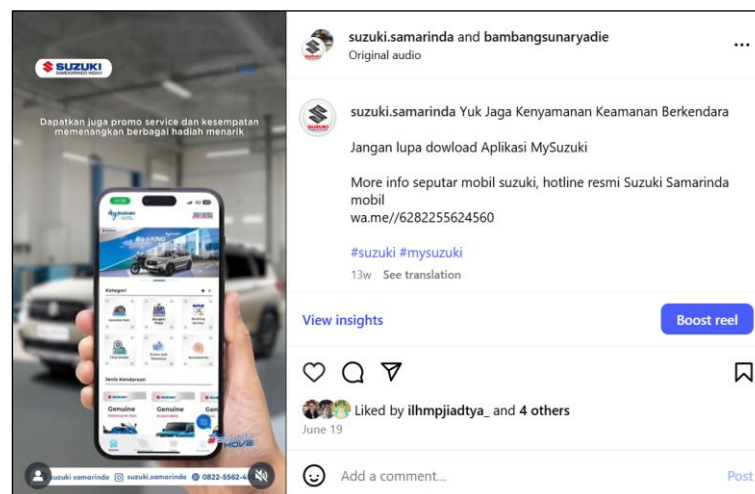


Figure 2. Content animation 'My Suzuki' application on Instagram Suzuki Samarinda.

Suzuki Samarinda start 'My Suzuki' Post information up to Digital Ads on Instagram in August 2025 to September:

- 11-Feb-25, Content animation method Download & Register 'My Suzuki' on Social Media Post (https://www.instagram.com/reel/DF6_2kZNDPZ/?igsh=azFoZTlkZ2dxZnc2)
- 19-Jun-25, Content animation profit booking service through 'My Suzuki' application on Social Media Post (https://www.instagram.com/reel/DLEXTPOxe_V/?igsh=azB6YXA2Z2cxNmNv).
- Aug-25, Digital Ads on infographic content 'My Suzuki' application with prizes discounts on service & spare parts (<https://www.instagram.com/p/DNX6CqhR3Gx/?igsh=MWhoMng4NWRoZGJs>).

- d. Sep -25, Digital Ads Back to infographic content 'My Suzuki' application with prizes Service & spare part discounts with complete hotline
(<https://www.instagram.com/p/DOrw9JJtCq/?igsh=cDRnMDh6cjB3dm1m>).

The digital advertisement with Goal Instagram users does click 'Message' to WhatsApp, with Audience located in East Kalimantan – unisex aged 23-65 years, and costs two hundred and fifty thousand rupiah each the month.

4.1.4 WhatsApp Content

Samekarindo Indah Samarinda 4W dealer has WhatsApp type business for After-Sales service operated by Service Relation Officers provides service reminders and service program information to Customers. Message/Mail Marketing method, namely WhatsApp Broadcast information 'My Suzuki' application to 2175 Contacts in July 2025.

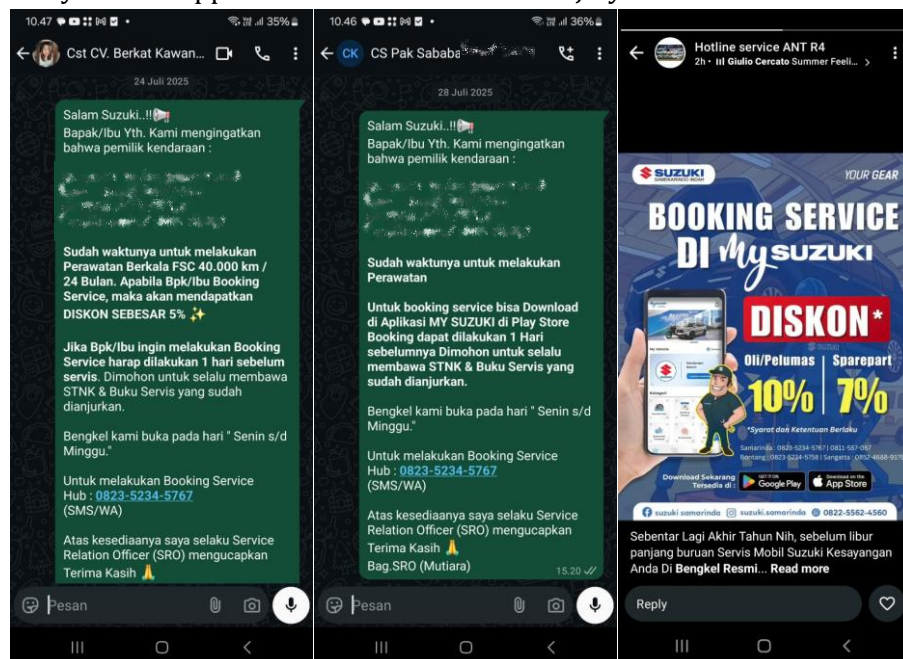


Figure 3. WhatsApp Broadcast information 'My Suzuki' application.

4.1.5 Instagram Analytics

Samarinda Instagram can see in Meta insights with the largest audience information is aged 25-44 years, men 70.9%, and 46.8% live in Samarinda, 4.4% in Balikpapan, 3.5% in Tenggarong, 3% in Bontang, 3% in Loa Janan, 2.4% in Sangatta, 1.2% in Samboja, 1.1% in Loa Bakung and the rest another city.

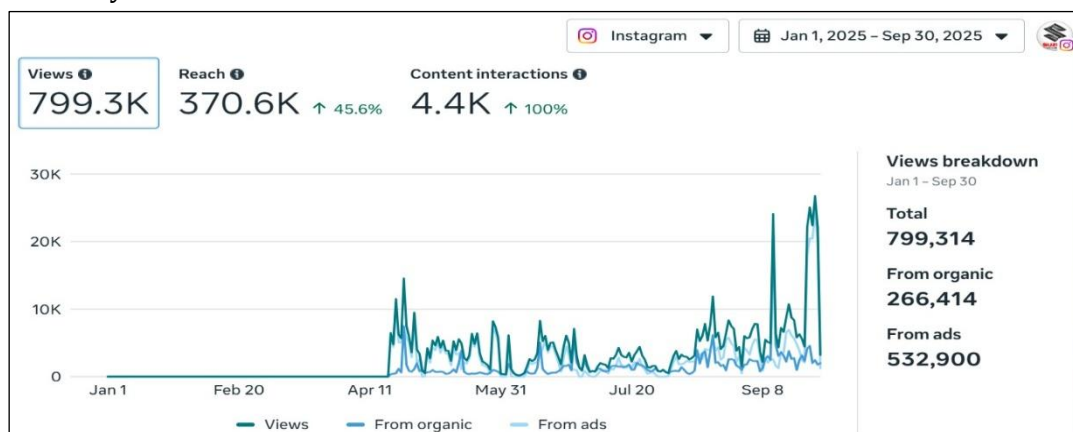
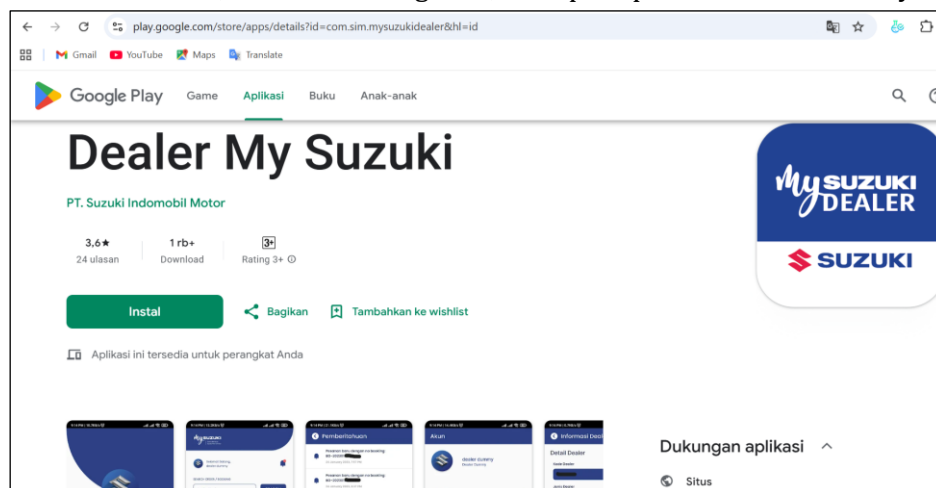


Figure 4. Instagram Analytics.

Result of activity content 'My Suzuki' application with AIDA method and advertising paid period 1 January–30 September 2025 on Instagram Suzuki Samarinda namely Instagram Analytics displays a total of 799,314 views with from organic as much as 266,414 and from advertisement as many as 532,900. And it happened improvement from in 2024, the reach reached 370.6K, up 45.6%, content interactions reached 4.4K, up 100%, link clicks reached 6.6K, up 60.8%, visits reached 16.1K, up 49.9%, response time reached 7h 4m, up 3.6%, and response rate reached 27.7%.

4.16 'My Suzuki' Dashboard

Suzuki Indonesia (PT Suzuki Indomobil Motor, 2025, My Suzuki [Application]. <https://play.google.com/store/apps/details?id=com.sim.mysuzuki&hl=id>) has 'My Suzuki' mobile application designed For make things easier in access service Suzuki after-sales. And every Suzuki dealer for view the dashboard data on the number of registered the 'My Suzuki' application, namely through 'Dealer My Suzuki' administrator application (PT Suzuki Indomobil Motor, 2025, Dealer My Suzuki [Application]. <https://play.google.com/store/apps/details?id=com.sim.mysuzukidealer>) which can also access consumer user vehicle data, service booking data, and spare part order data on 'My Suzuki'.

**Figure 5.** 'My Suzuki Dealer' Application.

The 'My Suzuki' dashboard displayed on the 'My Suzuki Dealer' application is reported total users did registration 'My Suzuki' application with 882 users' details in table 2.

Tabel 2. 'My Suzuki' Registration at the Samarinda Suzuki Dealer.

2025	User
Jan	4
Feb	7
Mar	13
Apr	8
May	4
June	33
Jul	221
Aug	283

Sep	309
Total	882

For review data on the 'My Suzuki' application, you can also see on Google Play, namely there are 4,530 reviews, 100,000+ downloads, 3+ ratings, and 4 stars.

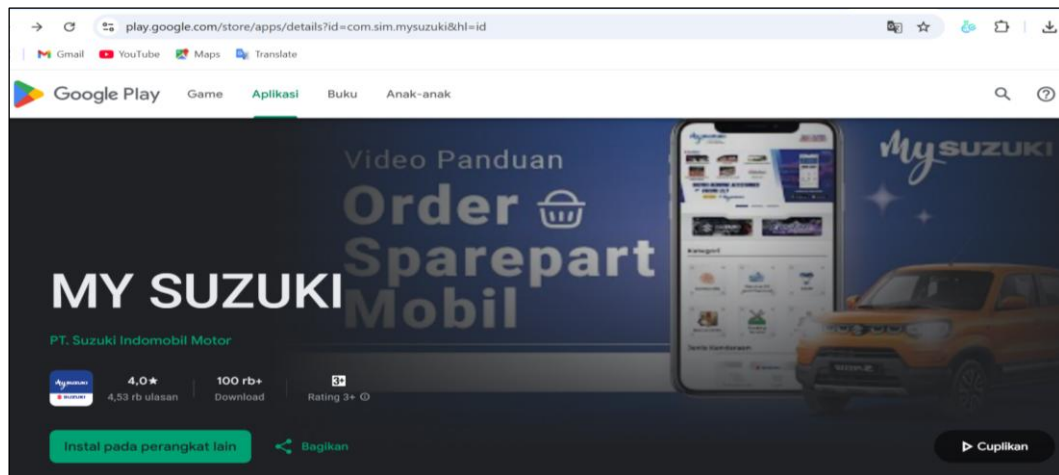


Figure 6. 'My Suzuki' review.

4.1.7 'Buzz vs Impact' Metrics

For results marketing 'My Suzuki' application at the Suzuki Samekarindo Indah Samarinda 4W dealer via Instagram social media & digital Ads can as seen in figure 7, Awareness & User 'My Suzuki' has a 'high buzz' of 36,253 viewers in September and a 'high impact' of a total of 882 'My Suzuki' user registrations. So can interpreted 'Buzz vs Impact' metrics namely is in the category of 'Awesome content shared by powerful Influencers' based on figure 1 above.

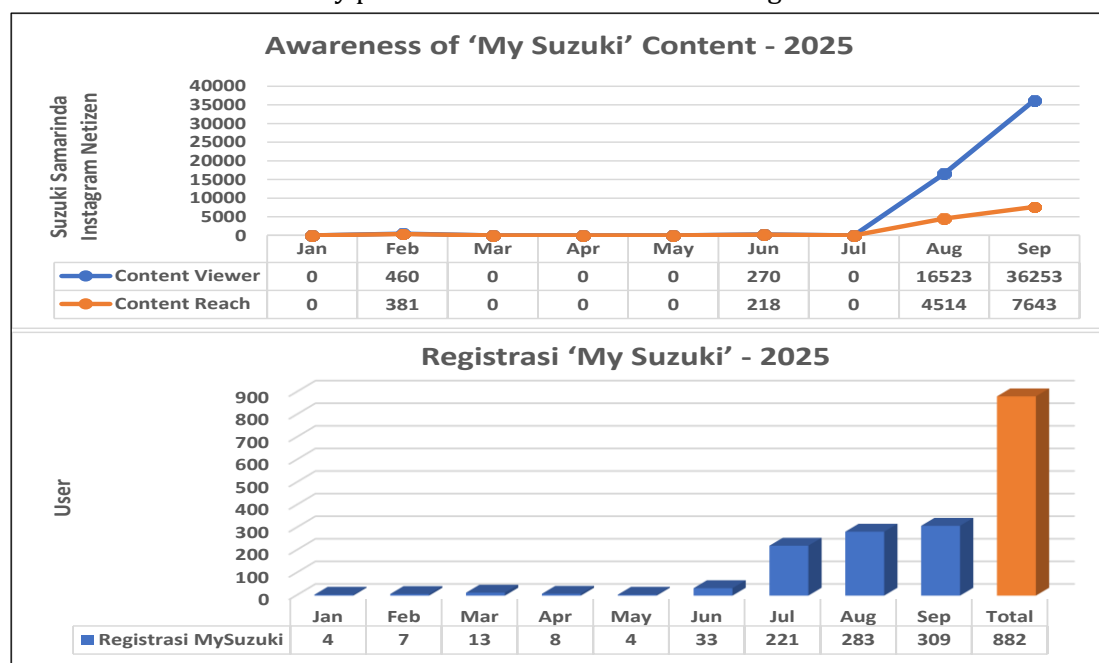


Figure 7. Awareness & User 'My Suzuki'.

4.2 Discussion

4.2.1 PICA

Problem Identification and Corrective Action or often called as PICA (Tina Hernawati Suryatman, Muhammat Adi Putra, 2021; Muhammad Indra Chaidir, 2025) is one of the tools that is often used in Six Sigma method at the stage Improvement (Improve). The PICA method was obtained from results interview with the Suzuki Samarinda Dealer in the form of information about repair what is needed done to reason problems and also explanations about How repair the can implemented.

The PICA (Problem Identification and Corrective Action) method was conducted through in-depth interviews with informants directly involved in the use of the My Suzuki application at the Samarinda Suzuki Dealership. The questions focused on two main aspects: problem identification and corrective action. In the problem identification stage, researchers explored information related to the obstacles encountered, the causes of the problems, and their impact on marketing performance. Next, in the corrective action stage, researchers inquired about applicable solutions, implementation mechanisms, and indicators of success for these corrective actions.

The informants in this study consisted of internal parties such as marketing, admin, and dealer supervisors who have a direct role in the application's operation, as well as external parties, namely consumers who use the application. The informants were selected using purposive sampling, taking into account their involvement and understanding of the issues being studied.

4.2.2 AIDA

AIDA is a marketing model that illustrates stages psychological consumer moment respond A message marketing. This model initially developed by Elias St. Elmo Lewis in 1898 (Kaleb et al., 2021) and explains four steps that lead somebody from No know become do taking decision. Analysis using the AIDA method to increase users of the "My Suzuki" mobile application. In research conducted by (Mikael) in analyzing content on social media, AIDA explains the following:

- a. Attention: Attention intended in a way general or special for customer potential or consumers who will targeted. This can be expressed through writing or prominent and clear titles and images, attractive words or easy remembered, and have characteristics alone. Interesting message attention is step First for company place message will know and remembered by consumers.
- b. Interest: Interest means the message conveyed cause feeling want to know, want observe, and want hear and see closer. This happened Because There is interesting interest attention consumer to displayed message. Displayed message is for increase interest consumers in general explain benefit or excess product.
- c. Desire: Thoughts that arise from existence desire, related with motives and motivations consumer in taking something decision to desire the.
- d. Action: Action occurs with desire strong from consumer so that taking decision happens to something that is offered. The action describes moment when customer make decision them and do it or subscribe.

4.2.3 Social Media Content (Instagram connected to WhatsApp)

Instagram in the beginning created by Kevin Systrom and Mike Krieger as a application share free photos and videos for users telephone mobile clever to friends and followers those who can each other interact with view, like, and comment shared posts (Anno Domini Muskanan, Lady Joanne Tjahyana, Agusly Irawan Aritonang. 2019). Types of Instagram accounts exist three: personal, business, and creator (Utami Maulida, 2021), Personal account used for share content

casual with friends and family, while account business designed for brands and companies that want to advertising as well as sell product or services. Creator account intended for influencers and celebrity's public for build audience with features that support it.

Meanwhile, WhatsApp (<https://www.whatsapp.com/about>) was created by Brian Acton and Jan Koum, namely an application free messaging which is pun from phrase Language English "What's up". Application this allows users for send message text, sound, video, images, and perform video calls as well voice for free using a smartphone. There is also available special owner business namely WhatsApp Business which requires automation and integration sophisticated (Chandra Hendriyani, Selvia Putri Dwianti, Tetty Herawaty, Budiana Ruslan. 2020).

And secondly application the has owned by the company Meta, so that the system Can connected or relate for need promotion.

4.2.4 Instagram Analytics

Instagram Analytics allows marketers for evaluate performance campaign through metric such as views, reach, engagement, clicks, and followers (Stokes, 2023). This data help in measure impact message marketing and engagement customer to digital content. How to access this Instagram Analytics feature only available for account Business or Creator on Instagram through Meta Business Suite.

4.2.5 'Buzz vs Impact' Metrics

Measure impact real from marketing content very much important, isn't it? only see how much big attention, excitement, or virality that emerged. Which is far more main is ensure that content the capable give results term long and influential audience in a way real. Christoph C. Cemper (2015) on group Digital Marketing All-In-One (9 Books in One!) book by Stephanie Diamond (Diamond, 2019) namely use 'Buzz vs Impact' metrics that explain about How marketers can know whether the content they for truly (impact) or only just crowded talked about (buzz).

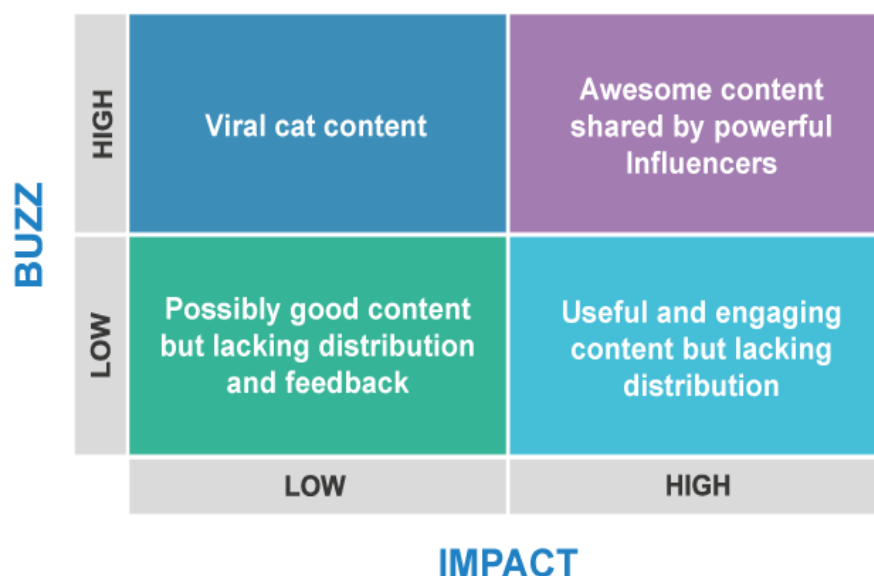


Figure 1. 'Buzz vs Impact'.

5. Conclusion

Marketing 'My Suzuki' application at the Suzuki Samekarindo Indah Samarinda 4W Dealer via social media has succeed add awareness on Suzuki Samarinda's Instagram with Post and Digital Ads. In addition, it has also succeeded add user registration for maximize services in the digital era. So, the conclusion from studies study 'Marketing in Digital World' project, namely;

- a. Content Marketing create and distribute valuable, relevant, and consistent content like video posts, infographics with AIDA method for attract and retain audience.
- b. Social Media Marketing using Instagram or similar can build awareness brand, interact with customers, and improve Then cross- platform digital.
- c. Message/Email Marketing method direct and economical cost for build connection with customers. Marketing This involving delivery newsletters, offers promotions and updates to a segmented customer list.
- d. Digital Ads where advertisers pay cost every time an advertisement, they are clicked is method fast for increase digital platform traffic.

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