



Analysis of Content Performance using the Aida Model from Loa Janan Pharmacy

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Abstract

The rise of social media has transformed the way consumers seek health information and interact with pharmacy services. This study aims to analyse the effectiveness of Apotek Loa Janan's Instagram content using the AIDA model (Attention, Interest, Desire, Action), integrating Instagram insights and WhatsApp conversations as conversion indicators. The analysis was conducted over two periods: 13 September–12 October and 28 October–26 November 2025. The results showed a significant improvement in digital performance during the second period, with the number of views increasing from 6,417 to 154,247 (a rise of 2,315%) and reach from 581 to 91,587 accounts (a rise of 15,666%). The dominance of Reels (84.1%) and views from the Reels and Explore tabs indicated success in the Attention and Interest stages. However, a shift in audience composition—dominated by users from major cities outside Samarinda—led to a market mismatch, resulting in a low purchase conversion rate. Out of 15 WhatsApp conversations, only three resulted in a purchase, yielding a conversion rate of 0.002%. These findings support previous research on the effectiveness of educational content in building awareness, but do not support the assumption that increased reach always leads to increased purchases, particularly for location-based businesses. This study highlights the need for local segmentation strategies, strengthened calls to action (CTAs), and content diversification to bridge the gap between high engagement and low purchase rates.

Keywords:

AIDA; Digital Marketing; Educational Content; Instagram Insights; Social Media; WhatsApp Conversions

1. Introduction

The development of digital technology has fundamentally changed the way consumers interact with brands and make purchasing decisions (Yusriman et al., 2025). Kotler & Armstrong (2018) state that modern consumers now rely on social media as their primary source of

information, making it a crucial channel in shaping perceptions and responses to marketing messages. According to a report by the Indonesian Internet Service Providers Association, internet penetration in East Kalimantan has reached over 80%, with the majority of active users on platforms such as Instagram, Facebook, and TikTok. This situation presents a significant opportunity for local businesses, including the healthcare sector such as pharmacies, to expand their reach and enhance brand awareness through digital platforms (Anis & Hassali, 2022). Consequently, the utilisation of social media within marketing strategies is crucial for pharmacies to attract new customers and retain the loyalty of existing ones. By implementing the right marketing strategies, pharmacies can utilise social media to increase visibility and interaction with consumers in East Kalimantan (Ispatrinov & Muamilah, 2025). Research indicates that social media not only boosts visibility but also enables direct interaction with customers, which is vital for business growth in East Kalimantan (Selvin et al., 2024).

One business sector that requires digital media is the pharmacy sector. Pharmacies, as a vital part of the healthcare system, have a strategic role not only as a distribution point for medicines but also as providers of health education to the public. In the digital age, this role can be strengthened through the use of social media as a means of public education, service promotion, and a direct link between pharmacists and patients (Mukti & Putri, 2021). However, local pharmacies often face challenges in projecting a strong digital brand image. Competition with major platforms such as Halodoc, KlikDokter, Lifepack, and Kimia Farma Digital necessitates that small pharmacies adapt to more measurable and data-driven marketing strategies (Adelina, 2023). Therefore, the implementation of adaptive and data-driven digital marketing is crucial for local pharmacies to compete and effectively reach more consumers.

Research on pharmacies indicates that social media plays a significant role in shaping consumer perceptions and behaviour. Mukti & Putri, (2021) found that Instagram is effective in conveying health education messages to young people. Kodriati et al., (2024) used content analysis to examine anti-smoking messages on Instagram and concluded that the visual format and presentation style of the messages influence audience engagement. In the realm of digital marketing, Chintya et al., (2025) demonstrate that the application of the AIDA model (Attention, Interest, Desire, Action) significantly influences purchase intent in Skintific's brand campaign on Instagram. The AIDA model has proven effective in capturing attention and driving consumer purchase interest, particularly in the context of beauty product marketing such as Skintific (Laksana et al., 2024). This research highlights the importance of engaging content strategies on social media to enhance audience engagement.

Although previous studies have examined the performance of pharmacy content on social media in terms of engagement, few studies have investigated whether these digital interactions translate into actual purchases. Furthermore, the comprehensive application of the AIDA model (from reach to order) within the context of local pharmacies remains limited. This study addresses this gap by combining Instagram Insights data and WhatsApp Business logs to map and test the consumer journey through the AIDA matrix, providing direct empirical evidence of the relationship between digital awareness and sales conversion.

2. Literature Review

Digitalisation has transformed how consumers interact with brands, including how they seek information and make purchasing decisions. Nazilah (2025) explains that developments in digital technology have driven a shift in consumer behaviour towards more intensive use of online platforms. Kotler & Armstrong (2018) state that modern consumers now rely on social media as their primary source of information, making it a crucial channel in shaping perceptions and responses to marketing messages. Social media not only facilitates access to information but

also creates a more personal relationship between brands and consumers, enhancing engagement and loyalty (Trindade & Taguchi, 2024) . Therefore, companies need to utilise social media effectively to build strong and sustainable relationships with consumers, thereby enhancing their brand loyalty (Siregar et al., 2023) .

In digital marketing, Instagram serves as an effective medium for building awareness and engagement through visual content. Yusriman et al., (2025) found that social media can strengthen consumer interaction and trust through rapid and relevant communication. Research by Kodriati et al., (2024) shows that educational content with appropriate visual elements can enhance audience understanding and engagement with health issues. This indicates that health education content plays a strategic role for businesses that rely on credibility, such as pharmacies (Kassem et al., 2023) . Engaging and informative visual content can help pharmacies build long-term relationships with customers, increase loyalty, and encourage product recommendations (Sahrin et al., 2024)

The AIDA model (Attention, Interest, Desire, Action), introduced by Lewis (1908) is a widely used framework for evaluating consumer responses to marketing messages. Li & Yu (2013) emphasise that AIDA is relevant in a digital context because each stage can be measured through quantitative metrics such as reach, engagement, link clicks, and conversions. In the context of healthcare services, the application of the AIDA model remains limited and is generally used only to assess early stages such as attention or interest. However, with the increasing development of technology and social media, there is potential to apply the AIDA model more comprehensively in health education campaigns (Andriana et al., 2025)

Previous research on the use of social media in health marketing and SMEs, such as the study by Mukti & Putri(2021) and the business analysis by Santoso & Saptaria(2025) , indicates that Instagram and WhatsApp are effective in building relationships with customers. However, these studies do not link content performance to actual purchasing actions (Roosdhani, 2023) . Furthermore, research that comprehensively integrates Instagram content analysis, the AIDA model, and purchase conversion data via WhatsApp within the context of pharmacies has not been found in the previous literature.

Therefore, this study offers novelty by linking Instagram content performance (reach, engagement, and link clicks) with actual purchasing actions in pharmacies, whilst applying the AIDA model as a comprehensive analytical tool within the context of digital pharmaceutical marketing.

3. Method

This study employs a quantitative descriptive approach using content analysis, adapted from the research by . This approach was subsequently developed by integrating the AIDA model as a framework for analysing consumer digital behaviour. The AIDA model (Attention, Interest, Desire, Action), introduced by , is a widely used framework for evaluating consumer responses to marketing messages.

The aim of this method is to describe the performance of Apotek Loa Janan's Instagram content based on digital metrics and to assess its effectiveness in encouraging the audience to make purchases via WhatsApp Business.

Table 1. Data Types Used

Data Type	Source	Description
Primary Data	Instagram Insights	Metrics: reach, impressions, engagement, profile visits, link clicks
Supporting data	WhatsApp Business Log	Number of messages/orders

received via
Instagram links

Source: researcher (2026)

The unit of analysis for this study is each Instagram content post from the official Apotek Loa Janan account during the digital campaign period (September–December 2025). The sample used consists of all posts with complete insights data. The content was then categorised by type: educational, promotional, testimonial, and interactive, in line with the ‘approach’.

The analysis was conducted in several stages, namely quantitative descriptive analysis to calculate the mean, percentage, and distribution of each digital metric. The creation of an AIDA–Content matrix to identify the effectiveness of each content category at the AIDA stage. Subsequently, an analysis of the relationship between reach → link clicks → WhatsApp orders (Manise et al., 2025).

Visualisation of results in tables and graphs to illustrate the audience journey from attention to action. Data was extracted directly from the Instagram Insights dashboard of the official Apotek Loa Janan account during the same period. Cross-checking was performed using WhatsApp Business activity reports to ensure consistency between the number of link clicks and messages received.

4. Result And Discussion

For Analysis of Instagram data over the two observation periods showed a significant increase in content reach and views following profile optimisation through the addition of a Linktree link.

Table 2. Summary of Content Insights Metrics

Metric	Period 1	Period 2	Change
Impressions	6,417	154,247	↑ +2,315%
Accounts reached (reach)	581	91,587	↑ +15,666%
Followers	22.8	9.8	↓ -13 points
Non-followers	77.2	90.2	↑ +13 points
Dominant location	Samarinda (33.3%)	Jakarta, Surabaya, Bandung	Changes in the national audience

Source: processed data (2026)

Table 2 shows that there was a very drastic increase in almost all key Instagram metrics between the first and second periods. The number of views rose from 6,417 to 154,247, or an increase of approximately 2,315%, whilst the number of accounts reached surged from 581 to 91,587 (15,666%). This increase exceeds normal organic growth patterns and indicates that Apotek Loa Janan’s content, particularly in the Reels format, has entered Instagram’s algorithmic distribution on a large scale.

The dominance of non-followers, which reached 90.2% in the second period, further reinforces the indication that this content is not only consumed by the community around the pharmacy but has penetrated a national audience. The shift in dominant locations from Samarinda to major cities such as Jakarta, Surabaya, and Bandung indicates a significant expansion of reach. However, this phenomenon also has important implications: the increase in reach is not entirely relevant to conversion potential, as the majority of the new audience is not located within Apotek Loa Janan’s service area.

This geographical mismatch can be considered a strategic weakness in the context of digital marketing for location-based businesses. Although digital performance metrics appear very strong, the relationship between reach and transactions remains dependent on customer proximity—a finding consistent with a study by Santoso & Saptaria, (2025), which emphasises

that pharmacy services require physical proximity to facilitate purchases, consultations, and the collection of medicines (Ismail & Setyawan, 2025) .

Furthermore, the significant increase between the two periods highlights a reliance on viral content as the primary driver of social media performance. This reliance on virality—which is generally unsustainable in the long term—constitutes a critical evaluation of pharmacy content strategies (Daoud et al., 2025) . Viral content provides short-term benefits in the form of increased brand visibility, but does not always improve the quality of relationships with local customers (S. Li, 2023) .

From a digital marketing management perspective, this significant increase in exposure presents both opportunities and challenges. The opportunity lies in increasing brand awareness for Apotek Loa Janan, whilst the challenge is how to convert this high level of attention into interest and ultimately into purchasing actions, particularly from the local audience who are actually capable of making purchases. Thus, the results in Table 4.1 indicate that the current content strategy is highly effective in attracting attention but is not yet optimal in building the local rapport required to boost transactions.

Table 3. Comparison of Audience Sources by Content

Content Type	Percentage
Reels	84.1
Posts (photos/carousels)	12.1
Stories	3.9

Source: processed data (2026)

Table 4. Comparison of Content Display Sources

Content Source	Percentage
Reels Tab	52.1
Explore	33
Stories	12.3
Home / News	Small
Profile	Small

Source: processed data (2026)

Tables 3 and 4 show that the performance of Apotek Loa Janan's content is dominated by the Reels format, which accounted for 84.1% of total views during the period 28 October–26 November. The dominance of Reels indicates that Instagram's algorithm prioritises short, visually dynamic video content. This is consistent with the findings of J. Li & Yu's (2013) study ' ', which states that motion-based visual content can enhance initial user engagement through stronger cognitive stimulation.

The sources of views, dominated by the Reels tab (52.1%) and Explore (33%), also indicate that Apotek Loa Janan's content successfully entered the category of popular content recommended by Instagram's recommendation system. Consequently, this content is more likely to be viewed by new audiences not directly connected to the pharmacy's account, thereby generating wide reach.

However, the high reliance on Reels and distribution via the Reels tab also highlights a vulnerability in the content strategy. Reels often have a very short content lifespan and are viral in nature, but this viral quality does not guarantee deep engagement or purchase conversions. In other words, a significant increase in views and reach may be superficial, as the audience may not have a genuine need for pharmaceutical products or may be outside the service area.

This is a crucial strategic critique: educational content in the Reels format is highly effective as a medium for raising awareness, but it is not strong enough to generate significant conversion effects without being supported by the right CTA strategy and local segmentation. A study by Destiny & Omar, (2020) confirms that whilst video content increases exposure, its effectiveness still depends on the alignment between the audience reached and the value of the product offered.

Furthermore, the minimal contribution from Stories and photo posts also indicates that the account's content ecosystem is not yet balanced. Stories, which are typically more intimate and personal, account for only 3.9% of total views. Yet, Stories are a vital medium for maintaining engagement with the local audience and existing customers. The dominance of Reels without reinforcing Stories and posts results in suboptimal two-way communication with local customers.

Overall, these findings confirm that whilst Apotek Loa Janan's content strategy successfully leveraged Instagram's algorithm to expand its reach, the content is not yet fully geared towards building local loyalty and driving actual purchases.

WhatsApp conversation data received via the Instagram link shows that there were 15 interactions with customers during the period 18 October–27 November 2025. This figure comprises three main categories: requests for information/consultations (8 chats), checking medicine stock availability (4 chats), and product orders (3 chats).

Table 5. List of WhatsApp Chats After Using LinkTree

Date	Number of Chats	Notes
18 October 2025	1	Medication Order
21 October 2025	1	Requesting information on the use of medication
23 October 2025	1	Treatment consultation
25 October 2025	1	Request for medication price information
29 October 2025	2	Enquiring about the availability of medicines
31 October 2025	1	Enquiring about information + ordering products
7 November 2025	1	Enquiring about information and product availability
16 November 2025	1	Enquiring about product information and availability.
16 November 2025	1	Ordering products
17 November 2025	1	Enquiring about medicines for pain relief with the intention of purchasing them.
24 November 2025	1	Purchase of product
26 November 2025	1	Request for Product Availability Information + Product Order
27 November 2025	1	Request for Information on Prescription Medicines
27 November 2025	1	Enquiring about product availability

Source: processed data (2026)

When compared to the total impressions in the second period (154,247 impressions), the conversion rate to action or purchase is:

$$\frac{3}{154.247} \times 100\% = 0,0019\% \approx 0,002\%$$

This figure indicates that although content exposure has increased dramatically, conversion to purchases remains very low. This reinforces the argument that there is a significant imbalance between the early stages of the AIDA model (Attention–Interest) and the final stage (Action).

The conversation patterns observed indicate that the majority of users utilise digital channels solely to obtain information without proceeding to the purchase stage. This situation

reflects an imbalance between initial interest and purchase conversion, which in digital marketing literature is often associated with the phenomenon of ‘conversion funnel leakage’—that is, consumers’ failure to move optimally from the awareness stage to the action stage (Lemon & Verhoef, 2016). In other words, although digital channels are capable of attracting attention and sparking interest, the transition process towards a purchase decision is still not proceeding effectively.

This phenomenon can be explained by several key interrelated factors. Firstly, in terms of audience suitability, it is evident that the majority of viewers are non-followers with a wide geographical distribution outside the Samarinda area. This situation indicates that the digital platform’s algorithm, particularly through Reels content, has succeeded in significantly expanding its reach, yet this has not been accompanied by accurate market segmentation. In this context, what can be termed an ‘audience–market mismatch’ occurs, namely a situation where the audience reached lacks the capacity or need to make a purchase due to geographical limitations or restricted access to pharmacy services. Consequently, the high level of exposure achieved fails to translate into increased conversion rates.

Secondly, the characteristics of pharmaceutical products also play a role in shaping consumer interaction patterns, which tend to be more informative than transactional. Healthcare products generally fall into the category of high-involvement products, where consumers require a higher level of trust and understanding before making a purchase. This is reflected in the predominance of conversations in the form of consultations and requests for information, which account for more than half of all interactions. From a customer journey perspective, this indicates that the majority of consumers are still in the information search stage and have not yet reached the purchase decision stage. Research on the ‘ confirms that at this stage, consumers tend to gather various pieces of information as a basis for their decision-making, meaning the conversion process is longer and does not occur instantly.

Thirdly, from a content strategy perspective, it was found that the majority of the content produced was educational in nature, without a clear and specific call to action (CTA). Although educational content plays a vital role in building trust and enhancing consumer knowledge, the absence of a strong CTA can hinder the transition from the interest stage to action. Within the AIDA framework (Attention, Interest, Desire, Action), this situation indicates a weakness in the transition between the interest and action stages, where consumers are not given sufficient encouragement to take the next step. Kotler, P., & Keller, (2016) emphasise that effective marketing communication must not only capture attention but also guide consumers towards the desired action. Therefore, the absence of a CTA—such as an invitation to consult directly, check product availability, or place an order via WhatsApp—can be one of the factors that weakens the conversion rate.

Fourthly, the high reliance on viral-based content also contributes to the low quality of the interactions generated. Data shows that the majority of views come from Reels content distributed via algorithms, such as the Explore tab and Reels itself. Although this strategy is effective in exponentially increasing reach, it does not always generate an audience with high purchase intent. This phenomenon can be explained by the concept of low-intent traffic, which refers to a situation where the audience exposed to the content lacks a strong need or motivation to make a purchase. Consequently, an increase in the number of views is not accompanied by a proportional increase in the number of interactions or transactions. This finding reinforces the research findings by Vries et al., (2012), which state that virality without proper segmentation tends to generate superficial engagement and has little impact on conversion.

Attention

The attention-grabbing phase was highly successful. The surge in reach from 581 to 91,587 accounts demonstrates that the content was capable of capturing attention on a large scale. The dominance of Reels as the primary driver of attention aligns with the findings of St. Elmo Lewis

(AIDA) and the research by J. Li & Yu (2013), which states that audio-visual elements reinforce the impact of a message. The source of views from Explore (33%) also indicates that the content was favoured by Instagram's algorithm due to its technical and thematic strengths.

However, this widespread attention was largely geographically irrelevant, as many viewers were from outside Samarinda. Thus, attention was successfully generated but not directed towards the target market.

Interest

Audience interest is evident from increased profile visits, chats in the consultation and information categories, and high engagement on Reels. Educational content has successfully sparked interest, consistent with the research by Yusriman et al., (2025) which found that health content has a high level of interest. However, this interest is more general in nature than purchase intent, as it lacks regional relevance and is not directed towards a call to action by Kodriati et al., (2024)

Desire

The desire stage appears weak. Although there were 12 non-order conversations (information + stock), this desire did not develop into action. This indicates that educational content does indeed encourage information-seeking, but is not specific enough to drive the need to purchase (Sun et al., 2021) . In the context of pharmacies, desire is heavily influenced by factors such as trust, location, and medical urgency (Santoso & Saptaria, 2025) .

Action

The action stage is the weakest point. Only 3 purchases originated from WhatsApp. This low conversion rate confirms that widespread awareness does not correlate directly with purchasing behaviour. This challenges the linear funnel assumption in AIDA that the higher the exposure, the higher the purchasing behaviour.

The research findings indicate that Apotek Loa Janan's digital performance has improved significantly in terms of reach and impressions, but this has not been accompanied by a commensurate increase in conversions. This phenomenon highlights an imbalance between the effectiveness of content in capturing attention and its success in driving purchasing actions. To gain a deeper understanding of this phenomenon, the research findings are linked to previous studies that either support or refute them.

1. The Virality of Reels Content: Supported by Previous Research but Not Aligned with Conversions

The surge in view counts to 154,247 and the dominance of Reels at 84.1% support the findings of Li & Yu (2013) , which state that visual content, particularly short videos, possesses the power to capture attention through strong visual-audio stimuli. These results are also consistent with the findings of Yusriman et al. (2025) , which indicate that health education content has a high sharing rate, making it highly likely to spread organically.

However, although this content has high technical performance, the purchase conversion rate is only 0.002%, which contradicts the research , which found that the simultaneous use of Instagram and WhatsApp can increase customer loyalty and transactions.

This discrepancy suggests that the success of Reels in increasing exposure does not automatically drive purchases in businesses heavily reliant on geographical proximity, such as pharmacies. Thus, the findings of this study support the literature on the power of visual content, but do not support the claim that increased visibility on Instagram is always directly proportional to increased purchasing behaviour.

2. Changes in Audience Composition: Consistent with Viral Theory, but Irrelevant to the Target Market

The shift in audience dominance from Samarinda to major cities such as Jakarta and Surabaya indicates that the content has entered viral distribution channels. This aligns with the

findings , which also show that educational content often reaches a broad national audience when its visual and narrative structure is engaging.

However, these findings do not align with the local business context of Apotek Loa Janan. An increase in reach to an irrelevant audience result in excessive awareness, namely high digital metrics that have no impact on business conversion. This situation occurred precisely in this study: the national audience increased dramatically, but conversion remained very low.

Thus, the findings of this study support the theory that Instagram's algorithms are capable of disseminating content on a massive scale, but do not support the assumption that high reach provides direct benefits to local businesses.

3. The Dominance of Consultative Conversations: Consistent with the Literature, but Highlighting Conversion Challenges

As many as 53% of WhatsApp conversations focus on consultations and information about medicines, rather than product orders. This finding contradicts the study by , which suggests that Instagram-WhatsApp integration can significantly increase loyalty and purchase intent. This discrepancy stems from differing business contexts: in Santoso's study (food business), purchasing decisions are impulsive and require little consultation; whereas in pharmacies, purchasing decisions require medical validation, counselling, and safety assurances.

Thus, the findings of this study add to the evidence that research on the effectiveness of social media is not universally applicable; effectiveness depends heavily on the industry sector.

4. Reliance on Reels: Supported by Algorithms but Reducing the Quality of Local Engagement

The findings of this study confirm that Reels are a key driver of digital performance. However, over-reliance on Reels results in superficial engagement: users consume content but do not interact further. These findings are consistent with the research by Kodriati et al. (2024) , which shows that educational content can go viral but does not always lead to tangible behavioural change.

This suggests that whilst Reels are effective at capturing attention, the format has limitations in building the deep connections required to drive purchasing behaviour, particularly within the healthcare sector. In other words, Reels are highly effective for raising awareness, but not for conversion (Rahman, 2025) . However, for a more holistic marketing strategy, it is important to combine Reels with more in-depth and informative content in order to boost sales conversion (Daffa et al., 2025) .

5. Lack of Conversion-Oriented Content, Contrary to the AIDA Principle and Literature Recommendations

The AIDA literature—including St. Lewis's modernised version—emphasises that each stage of the sales funnel requires a different stimulus to drive the consumer's psychological transition. However, the research findings indicate that the content is present at the Attention and Interest stages, but there are no stimuli at the Desire stage—such as social proof, service advantages, or local promotions—nor is there a strong call to action (CTA) for the Action stage. The absence of this conversion-focused content means the research results are inconsistent with the ideal AIDA structure and previous studies emphasising the role of CTAs in driving final actions. Thus, the failure of the content to drive purchasing actions is not due to the platform, but rather to an unsuitable content strategy.

5. Conclusion

This study examined the effectiveness of Instagram content by Apotek Loa Janan using the AIDA framework, integrating Instagram insights data and WhatsApp chat logs to evaluate digital engagement and purchase conversions. The findings indicate a substantial increase in digital exposure during the second observation period, with views rising from 6,417 to 154,247 and reach increasing from 581 to 91,587 accounts. These results indicate that the pharmacy's educational Reels content successfully captured public attention and generated significant

interest, largely driven by Instagram's algorithmic distribution via the Reels and Explore tabs.

Despite this impressive increase in visibility, conversion rates remain very low, with only 3 out of 15 WhatsApp interactions resulting in a purchase. The audience composition—dominated by viewers from major Indonesian cities outside Samarinda—creates a geographical mismatch that limits actual purchasing potential. This gap between high awareness and low action suggests that viral exposure does not always translate into transactional outcomes for location-based businesses such as pharmacies.

These findings support previous research emphasising the effectiveness of educational digital content in capturing attention and generating informational engagement, but contradict studies suggesting that greater exposure consistently leads to increased purchasing behaviour. In the context of local pharmacies, factors such as proximity, trust, and the need for consultation play a more decisive role in influencing purchasing decisions.

Overall, this study highlights the importance of aligning digital marketing strategies with local market characteristics. Loa Janan Pharmacy would benefit from strengthening local targeting, enhancing calls to action, optimising WhatsApp Business for smoother conversions, and diversifying content formats to balance brand awareness and transactional intent. Further research is recommended to evaluate the impact of these strategic adjustments over time.

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