

THE EFFECTIVENESS OF PET CARE INSTAGRAM CONTENT PROMOTION AND ITS IMPLICATIONS FOR MARKETING STRATEGY

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Citation (APA 7th): Trisaputra, A., Sumarwan, U., & Suharjo, B. (2025). The Effectiveness of Pet-Care Instagram Content Promotion and its Implications for Marketing Strategy. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 12(2), 891–900. <https://doi.org/10.24252/minds.v12i2.57164>

Submitted: 26 May 2025

Revised: 15 December 2025

Accepted: 18 December 2025

Published: 31 December 2025



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ABSTRACT: This study examines the effectiveness of Instagram content marketing strategies used by Kamo Pet Care, a rapidly growing pet care business in Indonesia. Contributing to the literature on digital marketing in emerging markets, this research applies a mixed-method content analysis to 244 Instagram posts (October 2023–2024), integrating the AISAS model and Direct Rating Method to assess content performance. Findings reveal that informational and entertainment content (73%) dominates over promotional posts, with effective use of both image (49%) and video (51%) formats. While 93% of posts succeed in capturing attention and evoke positive affective responses such as curiosity and happiness, only 0.08% of users complete the full AISAS journey. The study highlights a strong conversion rate (47% of promotional posts lead to purchases) but low content sharing (41% with <10 shares). Managerial implications suggest rebalancing content types, using edutainment, increasing shareability, and applying strategic scheduling to boost engagement and retention.

Keywords: Content Analysis, AISAS Model, Pet-Care Industry, Social Media Effectiveness, Customer Response Index

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DOI: <https://doi.org/10.24252/minds.v12i2.57164>

ISSN-E: 2597-6990

ISSN-P: 2442-4951

<http://journal.uin-alauddin.ac.id/index.php/minds>

Publisher: Management Department, Universitas Islam Negeri Alauddin Makassar, Indonesia

INTRODUCTION

The development of information and communication technology has significantly changed the marketing landscape, including in the booming pet care industry. Pets are now regarded as part of the family, creating a shift in social trends that has a major influence on the pet care industry. According to Zhang et al. (2022), the pet industry includes businesses related to products and services such as the maintenance, food, equipment, training, and treatment of domestic animals, which generally include cats, dogs, rabbits, hamsters, birds, and so on.

The global market share valuation pet industry in 2022 reached USD 235.32 billion and is expected to grow to USD 368.88 billion by 2030. In Indonesia, the pet food market reached US\$882 million in 2015 and is projected to reach US\$1.84 billion by 2025, with a growth compound annual rate (CAGR) of 8.41% in the last five years (Wmstrategy, 2021). Data from Djamilu et al. (2019) showed that in 2019, 67% of households in Indonesia owned pets, with the largest proportion being cats (37%), birds (19%), fish (16%), and dogs (15%).

This opens great opportunities for business actors, including businesses growth of the pet industry pet care that provide actions to care for, maintain, and fulfill the needs of pets (Girsang and Kurniawan, 2022). However, with the growth number of significant in the in Indonesia, competition is becoming increasingly fierce so that business actors need to prepare effective marketing strategies to be able to compete and increase their revenue.

The utilization of internet technology and social media is a very effective marketing strategy in helping businesses market their products (Harto et al., 2019). Instagram is one of the most popular social media platforms that is widely used for marketing products and services. In April 2023, the number of Instagram users in the world reached 1.63 billion and in Indonesia reached 106 million, making it the social media with the users third most active after WhatsApp. There are more than 2500 global brands with an average of 1.5 million followers that utilize Instagram as a marketing medium (Singh, 2020).

Marketing through Instagram can be done in various ways such as endorsements, features promote, uploading product photos or videos accompanied by captions, product knowledge, tags and hashtags (Untari and Fajarina, 2018). Instagram has several channels for marketing, namely Instagram Feeds and Instagram Reels (Yovansa and Asthararianty, 2022). Instagram Feeds is a user profile page that contains photo, video, and graphic design content, while Instagram Reels is a vertical video feature launched in 2020 to create a variety of short videos (Menon, 2022). Both features have the potential to increase marketing reach and product sales.

Interesting content is a major factor in the success of marketing on Instagram. Interesting Instagram content will get higher attention than ordinary content (Destriyani et al., 2019). Therefore, a method is needed to measure the effectiveness of promotion through Instagram, one of which is content analysis. Content analysis is a technique for analyzing the content and features displayed on content with the aim of identifying patterns, words, themes, data, and concepts in it (Putri and Widodo, 2024).

In this study, the analysis of the effectiveness of Instagram content will be carried out using the model attention, interest, search, action, and share (AISAS) and evaluation of message effectiveness in the aspects of attractiveness (attention), ease of understanding (readthroughness), completeness of knowledge (cognitive), ability to cause emotions (affective), and encourage behavior change (behavior) (Rifandia and Sastika, 2018). The AISAS model is used to measure the effectiveness of using Instagram in promotions because it can describe the behavior of social media users, especially in the elements of search and share (Rosandi & Gracia, 2020).

The object of this research is Kamo Pet Care, one of the companies pet care established since 2017 under PT Kamo Group Sejahtera. Kamo has 20 branches pet care spread across Bogor City, Tangerang, Sukabumi, and Bandung, Indonesia. Kamo provides animal health services, animal care, animal needs and equipment. Kamo's Instagram (@kamogroup.id) contains product information content, pet knowledge, promotions, and more. As a company that utilizes Instagram as its main marketing medium, it is important for Kamo to analyze the effectiveness of its marketing.

In the era of competition in intense, Kamo faces the challenge of ensuring that the Instagram content produced is effective in fulfilling various important communication aspects. The content must be able to attract attention, be easy to understand, provide adequate knowledge,

generate positive emotions, and encourage changes in audience behavior. Based on this background, this study aims to: (1) analyze the characteristics of Instagram content used by Kamo to conduct marketing, (2) measure the effectiveness of Kamo's Instagram content messages, (3) analyze the effectiveness of content promotion with the approach pet-care attention, interest, search, action and share, and (4) formulate marketing strategies on Kamo's Instagram content that can be applied effectively. The results of this study are expected to help Kamo in optimizing its content strategy on Instagram, so that it can compete in an increasingly competitive market and excel in its industry.

THEORETICAL REVIEW

Marketing Communication Effectiveness

Effective marketing communication is a fundamental aspect of a company's marketing strategy. Kurniadi and Mahaputra (2021) define effective communication as communication that can be understood and accepted by the parties involved in communication. In the context of marketing, Aiwan (2013) emphasizes that communication effectiveness includes the ability of the message to attract attention, be understood, be understood, evoke emotions, and encourage the audience to give the expected response. Effective marketing communication has a significant impact on companies, especially in increasing sales and achieving financial goals (Darus and Silviani, 2022).

Digital Marketing through Social Media

Digital marketing is defined as the use of electronic data and applications in planning and implementing marketing concepts to create exchanges that satisfy individual and organizational goals (Tresnawati & Prasetyo, 2022). Chaffey and Chadwick (2016) clarify that digital marketing is the application of the internet and digital technology that contains traditional communication to achieve marketing goals. Purwana et al. (2017) mentioned that the main goal of digital marketing is to increase the number of consumers and understand the profile, behavior, product value, and customer loyalty.

Social media as part of digital marketing has become an important platform for companies in their marketing strategy. Awaliyah et al. (2021) explain that through social media, users can interact, influence and communicate using different types of information such as text, images and videos for marketing purposes. Instagram, as one of the popular social media, was identified by Efrida and Diniati (2020) as a commonly used platform for marketing media. Ula (2022) explained that Instagram has advantages as a visual communication medium through photo sharing features, digital filters, and interaction between users.

Instagram as a Promotional Media

Instagram as a promotional media has grown rapidly since the activation of business features (Alfajri et al., 2019). Instagram features such as insight allow users to analyze interactions that occur mathematically, including interaction (recording interactions from visitors) and discovery (measurement data for each uploaded content). Soinbala and Bessie (2020) show that feedback in the form of interactions followers with shares is an important element in marketing through Instagram.

Kotler and Keller (2009) define promotion as a tool used by companies to inform, persuade, and remind consumers about products and brands. The main objective of promotion is to increase sales by providing information and influence so that consumers buy products. Neef and Fry (2009) divide the purpose of promotion into two: informing and reminding.

Content Analysis in Social Media Research

Content analysis is a research method to examine the content of information in depth (Krippendorff, 1991). Ahmad (2018) classifies content analysis based on the principles of systematic, objective, quantitative, content, manifest replicability, and summarization. This

method allows researchers to identify patterns and characteristics of social media content objectively and systematically.

AISAS Model in Evaluating Promotion Effectiveness

The AISAS (model Attention, Interest, Search, Action, Share) was developed by the advertising company Dentsu as an evolution of the AIDMA (model Attention, Interest, Desire, Memory, Action) (Xue et al., 2021). Hendriyani et al. (2013) state that AISAS is a comprehensive model that anticipates the diverse behavior of modern consumers, not only relying on advertising but also building relationships between companies and their consumers. The AISAS model describes the customer contact process in the new media environment, starting from attention to marketing content, then customers feel, interested search for information, make purchase, actions and share experiences and assessments of products (share) (Wei and Lu, 2013). Sugiyama and Andree (2011) emphasize the importance of strategies to attract consumer attention in each stage of AISAS. The AISAS model is used to measure the effectiveness of using Instagram in promotional activities because it can describe the behavior of social media users, especially in the elements of search and share (Rosandi & Gracia, 2020). Therefore, this model is a relevant theoretical framework in analyzing the effectiveness of Kamo Pet Care's Instagram content promotion.

RESEARCH METHOD

This research uses content analysis method with qualitative and quantitative approaches. The content analysis method was chosen so that researchers could analyze the effectiveness of messages and responses on Kamo Pet Care's Instagram content (@kamogroup.id). The qualitative approach focuses on the characteristics of Kamo's Instagram content, analyzing images, videos, and other visual elements, while the quantitative approach deals with the number of likes, comments, views, and purchase conversions.

The study population was 1413 Kamo Instagram contents with a sample of 244 contents from the last 12 months (October 2023-October 2024) collected through purposive sampling. This sample size exceeds the Instagram content analysis standard of 150 (Basch and Maclean 2019). Data collection was done through manual from Kamo's Instagram. The data was analyzed through three main methods, i.e., data scraping, descriptive analysis - to describe the data collected without making general conclusions; and coding-categorizing content based on characteristics, message effectiveness (attention, readthrough-ness, cognitive, affective, behavior), and the AISAS model. The coding process for message effectiveness was conducted by a team of five people with different expertise (veterinarian, social media specialist, product specialist, animal lover, and linguist) with reliability measured using Cohen's Kappa.

Customer Response Index (CRI) - measures consumer response using the AISAS model (Attention, Interest, Search, Action, Share). The research variables include content characteristics (type and form), message effectiveness, and promotional effectiveness of the AISAS model (Attention, Interest, Search, Action, Share). The relationship between variables was analyzed using the cross-tabulation test (chi-square) to produce an effective marketing strategy for Instagram Kamo. Data collection was carried out in October-November 2024, with data processing and research completion in November-December 2024.

RESULTS

Content Characteristics of Kamo Pet Care's Instagram Account

Content analysis of 244 Instagram posts reveals a strategic emphasis on brand-building over direct selling. Informational or entertainment content accounts for 73% of the sample (n = 178), while promotional content accounts for 27% (n = 66). This distribution indicates that Kamo Pet Care treats Instagram primarily as an awareness channel rather than a transactional one, a pattern that shapes the subsequent effectiveness analysis: only the 66 promotional posts carry the sales-linked data required for AISAS evaluation.

Content form shows a more balanced split, with image posts at 49% (n = 120) and video posts at 51% (n = 124) (Table 1). The near-parity between formats suggests that format choice functions as a secondary variable relative to content type; it does not, on its own, distinguish the account's communication strategy.

Table 1. Content Characteristics of Kamo Pet Care's Instagram Content (N = 244)

Dimension	Category	n	%
Content Type	Information/Entertainment	178	73
	Promotion	66	27
Content Form	Image	120	49
	Video	124	51

Message Effectiveness

Message effectiveness was assessed using the Direct Rating Method (DRM), which evaluates five dimensions: attention, readthrough-ness, cognitive response, affective response, and behavioural response (Durianto et al., 2003). Five independent coders assessed all 244 posts, and inter-rater reliability measured using Cohen's Kappa reached 0.43, indicating a moderate level of agreement sufficient to support the coding scheme. The results show that the account performs strongly in attracting attention, with most content coded as interesting, suggesting that viewer engagement is shaped not only by the topic but also by the account's creative execution. In terms of linguistic accessibility, the dominance of mixed-language content indicates that the account uses a flexible communicative register to reach a broad, non-specialist audience. The cognitive dimension is mainly driven by appeal-based messaging, showing that the account prioritizes persuasive framing over educational or cautionary content, which aligns with its brand-awareness orientation. At the affective level, curiosity and happiness emerge as the main emotional responses, indicating that the content works more through engagement-oriented triggers than through satisfaction-based responses. In the behavioral dimension, content most frequently encourages potential store visits and brand awareness, while trust-building content remains less prominent. Overall, the DRM results suggest that the account is effective in gaining attention, stimulating curiosity, and encouraging visit intention, but it still needs stronger trust-oriented and solution-based content to deepen consumer confidence and sustain long-term behavioral response.

Table 2. Message Effectiveness of Instagram Content by DRM Dimension (N = 244)

Dimension	Category	n	%
Attention	Interesting	226	93
	Not Interesting	18	7
Readthrough-ness	Standard Language	79	32
	Non-standard Language	49	20
	Mixed Language	116	48
Cognitive	Education	39	16
	Appeal and Solution	16	7
	Warning and Solution	5	2
	Appeal	159	65
	Warning	6	2
Affective	Jokes	19	8
	Expectations Met	15	6
	Enriching Knowledge	63	26
	Evokes Happiness	68	28
	Generates Curiosity	83	34
Behavior	Causes Boredom	15	6
	Potential Store Visit	113	46
	Generates Trust	27	11
	Potential Brand Awareness	92	38
	No Brand-Awareness Potential	12	5

Taken together, the five DRM dimensions show a message architecture that attracts attention effectively, communicates in an accessible mixed register, leans heavily on appeal-based cognitive content, elicits curiosity-driven affect, and converts most readily into visit intention rather than trust. This profile establishes the interpretive baseline for the promotional effectiveness analysis that follows.

Promotional Effectiveness: The AISAS Model

The AISAS model (Attention, Interest, Search, Action, Share) was applied to the 66 promotional posts to trace the consumer contact process from initial exposure to information sharing. Results for all five stages are reported in Table 3. Promotional posts cluster in the mid-range of exposure, with 41% (n = 27) recording 1,500–3,000 views and 35% (n = 23) recording 3,000–5,000. Interest, measured through likes, comments, and saves, concentrates lower: 30% of posts (n = 20) recorded 75–150 interest signals and 27% (n = 18) recorded fewer than 75. The gap between attention and interest performance suggests that exposure does not consistently convert into engagement, marking the first attrition point in the AISAS chain.

Search behavior is comparatively stronger, with 32% of posts (n = 21) generating more than 100 search actions — the largest single category across all four levels. This result suggests that consumers who progress past the interest stage tend to pursue information actively. Purchase action shows the strongest concentration in the dataset: 47% of posts (n = 31) generated more than 50 purchase actions, indicating that conversion from search to purchase is comparatively efficient. Information-sharing behavior is the weakest stage of the chain: 41% of posts (n = 27) recorded fewer than 10 shares, the dominant category at that stage.

Table 3. Promotional Effectiveness of Instagram Content by AISAS Stage (N = 66)

Stage	Category	n	%
Attention (views)	>5,000	11	17
	3,000–5,000	23	35
	1,500–3,000	27	41
	<1,500	5	8
Interest (likes/comments/saves)	>250	16	24
	150–250	12	18
	75–150	20	30
	<75	18	27
Search (contact inquiries)	>100	21	32
	50–100	15	23
	30–50	11	17
	<30	19	29
Action (purchases)	>50	31	47
	30–50	5	8
	20–30	13	20
	<20	17	26
Share	>30	11	17
	20–30	8	12
	10–20	20	30
	<10	27	41

Across the five stages, the AISAS profile shows a chain that performs adequately at attention and search, converts efficiently at action, and weakens progressively at interest and share. This asymmetry motivates a stage-level rather than an aggregate reading of promotional performance, which the Customer Response Index formalizes below.

Customer Response Index

The Customer Response Index (CRI) quantifies attrition at each AISAS stage relative to the account's total follower base (N = 8,170). Of total followers, 5,158 (63.13%) did not register attention to promotional content, leaving 3,012 who did. Among those attentive, 2,874 (35.18%

of total followers) did not proceed to interest. Attrition narrows sharply thereafter: 71 followers (0.87%) who showed interest did not proceed to search; 30 (0.37%) who searched did not proceed to action; and 21 (0.26%) who acted did not proceed to share. Only 16 followers, or 0.20% of the total base, completed the full attention-to-share sequence (Table 4).

Table 4 Customer Response Index (CRI) Values for the AISAS Model (N = 8,170)

Consumer Response	%
No Attention	63.13
Attention, No Interest	35.18
Attention, Interest, No Search	0.87
Attention, Interest, Search, No Action	0.37
Attention, Interest, Search, Action, No Share	0.26
Complete AISAS Response	0.20

This distribution demonstrates that attrition is heavily front-loaded: the transition from attention to interest, not any downstream stage, accounts for the overwhelming majority of consumer drop-off (98.31% combined). By contrast, the search, action, and share transitions retain the large majority of the consumers who reach them. The overall conversion rate of 0.20% therefore does not reflect uniform weakness across the AISAS chain; it reflects a single structural bottleneck at the interest stage, against which any intervention aimed at improving Kamo Pet Care's promotional conversion should be targeted.

DISCUSSION

The findings indicate that the consumer response process in the AISAS model is still highly fragmented. Although the account has a substantial follower base, only a very small proportion of followers completed the full sequence from attention to sharing. This pattern shows that audience size alone does not guarantee meaningful engagement, persuasion, or behavioral conversion. The largest response loss occurs at the early stage, where many followers fail to move from passive exposure to active attention. This suggests that the communication content has not yet created a strong enough first impression to interrupt users' scrolling behavior, stimulate curiosity, or position the message as personally relevant.

The next critical issue appears after attention is achieved. Many consumers who notice the content do not develop sufficient interest to continue engaging with the brand message. This indicates that the content may be visible but not yet compelling. In digital marketing, attention without interest has limited strategic value because it produces awareness without deeper cognitive or emotional involvement. The brand therefore needs to strengthen the persuasive quality of its message through clearer value propositions, stronger storytelling, more audience-specific content, and more direct relevance to consumer needs. Content should not only be seen; it must give followers a reason to care.

The low continuation from interest to search, action, and share also shows that the communication funnel has weak activation power. Consumers may be exposed to the message, but they are not sufficiently encouraged to seek more information, make a decision, or distribute the content to others. This weakens the viral and participatory potential of digital marketing. In the AISAS framework, sharing is important because it converts consumers from message receivers into message amplifiers. When the share stage remains weak, the brand loses the opportunity to expand organic reach, build social proof, and strengthen consumer-to-consumer influence.

Overall, the CRI result implies that the current digital communication strategy has not yet converted audience presence into effective consumer response. The main challenge is not merely increasing the number of followers but improving the quality of movement across each AISAS stage. The brand needs to design content that is more attention-grabbing, emotionally engaging, easy to search, action-oriented, and shareable. Strategic improvements may include stronger visual hooks, clearer calls to action, interactive content, testimonials, user-generated content, promotional triggers, and platform features that make searching, purchasing, and sharing easier. These improvements are essential to transform followers into active consumers and brand advocates.

CONCLUSION AND FURTHER STUDY

The study concludes that the AISAS-based consumer response remains weak because most followers do not complete the full digital response process. The findings show that the main problem lies in the inability of the content to sustain consumer movement from attention to interest, search, action, and share. This means that the brand has generated audience exposure but has not yet fully transformed that exposure into meaningful engagement, consumer action, or social amplification. Therefore, digital marketing performance should not be assessed only through follower numbers, but through the ability of communication content to create progressive consumer involvement across the AISAS stages.

Future studies should examine the specific content attributes that influence consumer movement at each AISAS stage. Further research may compare different content formats, such as reels, stories, testimonials, live sessions, promotional posts, and user-generated content, to identify which format produces stronger attention, interest, search behavior, action, and sharing. Future studies may also include qualitative interviews to understand why consumers stop at certain stages. In addition, comparative studies across brands, industries, or social media platforms would help explain whether weak AISAS conversion is caused by content strategy, consumer behavior, platform algorithm, product category, or market competition.

ETHICAL DISCLOSURE

This study was conducted in accordance with ethical research principles by ensuring that all data were used solely for academic purposes. Respondent identities and consumer-related information were treated confidentially, anonymized during analysis, and reported only in aggregate form. No personal data were disclosed, and the study did not involve any intervention that could harm participants or consumers.

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

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