

APPLICATION OF AISAS MODEL IN VISUAL COMMUNICATION CAMPAIGN CONCEPT DESIGN FOR UNIVERSITAS TARUMANAGARA INTERIOR DESIGN

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ABSTRACT

This research investigates the design of a visual communication campaign intended to increase prospective students' interest in selecting the Interior Design Study Program at Universitas Tarumanagara (Untar). Using the AISAS model (Attention, Interest, Search, Action, and Share), a proven framework in marketing communication, the study aims to capture attention and engage audiences effectively. The motivation for this study stems from the worrying decline in applicants for the program in recent years, with the COVID-19 pandemic being a major contributing factor to this issue. The primary goal is to identify the key factors affecting prospective students' decision-making when choosing a major. Additionally, this research seeks to develop a more relevant and effective visual communication strategy to address these challenges. The research methodology involves surveys targeting potential students, interviews with experts in design and visual communication, a review of educational marketing literature, and focus group discussions for deeper insights. Findings show that despite the Interior Design Study Program at Untar holding an A accreditation, student enrollment has significantly decreased since the pandemic. To address this decline, an innovative visual communication campaign is crucial. The proposed campaign will use both digital and print media to increase awareness, interest, and understanding of the interior design field. By applying the AISAS model, this research offers strategic recommendations to attract more applicants and improve enrollment in the program, helping to ensure its future success and sustainability.

Keywords: interior design, visual communication campaign, AISAS Model, Universitas Tarumanagara (Untar)

1. PREFACE

Interior design, according to Ching (2023) in *Architecture: Form, Space, and Order*, is the planning of space in buildings to improve function, aesthetics, and psychological comfort, with elements such as walls, floors, and ceilings based on design principles. Siregar (2021) states that an optimized space improves aesthetics, comfort, and user productivity. Interior design also focuses on the function of space, supporting physical and emotional well-being (Raquel, n.d.).

As a creative profession, interior design combines art, science, and technology to improve the quality of life and contribute to well-being and socialization (Kilmer & Kilmer, 2024). The discipline considers physical, psychological, and social factors to create functional and useful spaces (Wirja, 2024). The design business is increasingly in demand, especially in the franchise sector, such as restaurants and cafes looking for cozy environments (Kemenparekraf, 2020). The demand for interior designers increases with the growth of property in Indonesia, where design can increase the value and function of buildings (Bawazier et al., 2018). Interior design education is also growing, with many institutions providing study programs to produce competent professionals (EduRank, n.d.).

With the rapid growth of the design industry today, higher education institutions must be more proactive in preparing professionals who are ready to face the challenges in the field. One of the best universities in the field of Interior Design Study Program Education is Universitas

Tarumanagara (Untar). The Bachelor of Interior Design Study Program at Universitas Tarumanagara (Untar) has been active since 1994. This program offers a comprehensive education by combining theory and practice, so that students can master skills that are in accordance with the needs of the growing design industry. The program covers various aspects, such as interior design, furniture design, exhibition design, and lighting design. Through an innovative curriculum and modern facilities, Universitas Tarumanagara (Untar) continuously strives to improve the quality and appeal of the program (Universitas Tarumanagara, n.d.).

Although the Interior Design Study Program of Universitas Tarumanagara (Untar) has successfully obtained Excellent Accreditation from *BAN-PT* and implemented an innovative curriculum as part of the *Merdeka Learning Campus Merdeka* program, the study program is currently facing considerable challenges in the form of a decline in the number of enthusiasts in recent years. Based on an interview with the Head of the Untar Interior Design Study Program, Dr. Maitri Widya Mutiara, S.Ds., M.M., it is known that the number of enthusiasts has decreased by more than 20% since the COVID-19 pandemic. This decline can be caused by several factors, such as the direct impact of the pandemic, changes in major selection trends that arise due to the evolution of professions in the digital era, as well as a lack of understanding of interior design among prospective students, which causes them not to know the career opportunities available in this field. This declining phenomenon does not only occur in Universitas Tarumanagara (Untar), but also in various other campuses that offer similar study programs. Therefore, it is important to conduct research at Universitas Tarumanagara's Interior Design Study Program to identify factors that influence prospective students' interest and formulate relevant strategies. This research is urgent to improve the competitiveness of the study program during increasingly competitive educational challenges, as well as to meet the needs of program development in line with the times.

To overcome the decline in the number of applicants, it is necessary to conduct in-depth research on the factors that influence the interest of prospective students and solutions to increase the attractiveness of the Interior Design Study Program. Campaigns are organized communications to achieve specific goals (Mulachela, 2022). In educational marketing, campaigns are planned activities to promote products or services, which play an important role in changing communication patterns. A study conducted by Abdurrahim et al. (2019) shows that the AISAS model (Attention, Interest, Search, Action, and Share) influences promotion. Application of this model maximizes promotional effectiveness by attracting the attention of prospective students, generating interest, and facilitating the search for relevant information (Iffada et al., 2024). The AISAS model also connects institutions and audiences, encouraging prospective students to actively seek information and engage in decision-making regarding their study options.

One solution that can be offered is to design an effective visual communication campaign concept using the AISAS (Attention, Interest, Search, Action, Share) model to attract attention and arouse prospective students' interest in the Interior Design Study Program of Universitas Tarumanagara (Untar) with relevant and interesting information. This innovative campaign is expected to highlight the excellence of the study program, meet industry needs, and create closer interaction between the institution and prospective students, so that they not only get clear information but also an in-depth experience of the potential of the interior design profession. The results of this research are expected to provide strategic recommendations for the development of study programs and increase competitiveness in an increasingly competitive era. This research develops a creative campaign concept with the application of the AISAS model as a solution to the problems previously described.

2. RESEARCH METHOD

Samples

This research uses a qualitative method to analyze the visual communication materials of Universitas Tarumanagara's Interior Design Study Program. The research objects include posters, brochures, and social media content. The purpose of this analysis is to evaluate the extent to which the visual communication elements can attract the attention and interest of prospective students while providing recommendations to improve the effectiveness of the campaign.

Measurements

Measurement was conducted by collecting data through expert interviews, group discussions, literature studies, and questionnaire surveys. The data obtained was analyzed to identify factors that influence prospective students' interest in the Interior Design Study Program and the relevance of applying the AISAS Model in educational promotion campaigns.

Data collection and analysis

Data collection was conducted by combining qualitative approaches through expert interviews, group discussions, and literature studies, as well as quantitative methods through questionnaire surveys to obtain more comprehensive and in-depth data.

Expert interviews were conducted with expert resource persons, such as Head of Interior Design Study Program of Universitas Tarumanagara, Public Relations of FSRD Universitas Tarumanagara, and campaign practitioner. The results of the interviews will be transcribed and analyzed thematically to develop an educational campaign strategy.

Data from a group discussion with 10 prospective students aged 15-21 years old (high school students) and 2 students of Interior Design Universitas Tarumanagara (Untar) will be analyzed to find out their needs, interests, and preferences in choosing a study program. The results of this analysis are expected to provide useful recommendations in designing an effective campaign strategy. In addition, the insights from this discussion will help identify challenges and expectations that need to be considered in the development of the Interior Design Study Program.

Literature study was conducted and references collected from books and scientific articles will be analyzed to determine the most appropriate marketing approach, AISAS model, and media in the context of an educational promotional campaign.

Data from a questionnaire survey conducted among 105 respondents aged 15-21 years old in the Greater Jakarta area will be analyzed using descriptive statistics to illustrate the trends and preferences of respondents regarding their understanding of interior design and career prospects in the field.

3. RESULT AND DISCUSSION

Research by Valentino et al. (2021) emphasized the importance of conducting a SWOT analysis of the media before designing. Similarly, before creating a Visual Communication Campaign Concept for the Universitas Tarumanagara (Untar) Interior Design Study Program, it is very important to analyze data from interviews, discussions, literature studies, and questionnaires. The data will be distilled into key facts that serve as a reference for applying the AISAS model in designing the campaign for the Universitas Tarumanagara (Untar) Interior Design Study Program.

Key facts

Table 1

Key Facts

Key Facts	
Target Audience Knowledge:	Audiences are aware of Universitas Tarumanagara's Interior Design Study Program, but their information is still limited. Despite interest, many do not understand the career prospects, curriculum, or the differences between interior design and architecture due to a lack of hands-on experience in this field.
Lack of Public Understanding:	In society, especially in the regions, many misunderstand interior design as mere decoration without function. About 30-40% are not familiar with this major. In addition, prospective students are not aware of the program's advantages, such as industry collaboration and specialization in exhibition and furniture design, which need to be highlighted in visual campaigns.
Sources of Information:	Information about the program is more often obtained from family or friends rather than from official campus promotions. While career opportunities such as interior designer, consultant, and drafter exist, information on career prospects and alumni success is limited. In addition, program excellence, facilities, and extracurricular activities are not yet widely known by the community.
Initial Steps of the Campaign:	An effective campaign requires a deep understanding of the brand, target audience, and creative and measurable messaging. The AISAS model was used to understand audience behaviours and keep up with evolving market trends.

Visual communication campaign concept

In Xenia and Chandra research (2019), campaigns that use a rational approach utilize human reasoning to discover knowledge, assuming that all the information needed is in the mind. As such, the advertising strategy focuses on lifestyle. Therefore, the rational approach serves as the foundation for building an effective campaign concept, providing a logical framework that aligns with the real needs of the audience for a more targeted and meaningful message.

Media is a means of delivering messages through various forms, such as books, magazines, television, and digital platforms. This visual communication campaign concept for Universitas Tarumanagara's Interior Design Study Program uses social, digital, print, and interactive media to effectively reach audiences and build engagement. Popular social media such as Instagram, WhatsApp, and YouTube are more frequently used by students for promotion than print or television, summarized from Purbohastuti (2017) and Puspitarini & Nuraeni (2019). Digital posters enable the delivery of visual information that is easily distributed through social media (Dwi et al., 2023). Print media, such as newspaper and magazine advertisements, are still significant in influencing consumers, including college enrolment (Khairani et al., 2022). Interactive media, such as on-the-ground activations, allow for hands-on experiences that strengthen the brand's connection with the audience. This campaign follows the AISAS model and uses the On Ground booth as the main medium to effectively deliver messages through direct interaction.

The AISAS model is designed to understand consumer behavior in digital marketing, representing Attention, Interest, Search, Action, and Share. Introduced by Dentsu in 2004, AISAS replaced the AIDMA model, which was less suited to the dynamics of modern marketing influenced by information technology and social media (Sugiyama & Andree, 2011). The AISAS model outlines the consumer decision-making process in marketing and communication. This model consists of five stages that can be applied in designing a visual communication campaign for the Universitas Tarumanagara (Untar) Interior Design Study Program:

Table 2

Explanation of the AISAS Model in the Visual Communication Campaign Concept for the Universitas Tarumanagara (Untar) Interior Design Study Program

Stage	
Attention , where consumers first become aware of a product, service, or advertisement	At the Attention stage, the campaign is designed to attract the attention of the target audience, which is teenagers aged 15-21 years old who live in the Jabodetabek area. The campaign aims to introduce Universitas Tarumanagara (Untar) Interior Design Study Program, explain the importance of interior design, and its role in improving the aesthetics and functionality of spaces in everyday life. The objective of this stage is to raise the audience's awareness of the urgency of interior design and motivate them to consider the positive impact of good space design on comfort. In addition, the campaign also introduces the advantages of Universitas Tarumanagara's Interior Design Study Program, such as quality accreditation and promising career prospects. Information is delivered through media that has a wide reach, such as Instagram Ads (Feed and Story), as well as Out of Home Advertising (posters or invitations in strategic locations).
Interest , when consumers start to get interested after getting attention	The Interest stage aims to arouse the audience's interest in the promoted content and invite them to pay more attention to the campaign in depth. After the audience gets to know the campaign at the Attention stage, at this stage, the campaign aims to strengthen their interest in the Interior Design Study Program. The information presented at this stage aims to expand the audience's understanding of how interior design can affect the comfort of their living space. Thus, the audience is expected to start realizing the relevance of interior design to everyday life. The media used at this stage included Instagram accounts (Feed and Story), which provided further information about the on-ground activation. Through the application of the 5-sense experiential marketing strategy, audiences can experience firsthand how interior design contributes to the transformation of physical space, thus increasing their interest in this study program.
Search , when consumers are looking for more information about the product or service	At the Search stage, audiences who are already interested will start looking for more information about the Universitas Tarumanagara (Untar) Interior Design Study Program. At this stage, the audience will explore more about the curriculum, available facilities, career prospects, and various students projects. Providing complete and in-depth information at this stage is important to help the audience evaluate the Interior Design Study Program objectively and consider their options based on more comprehensive knowledge. The media used at this stage are Universitas Tarumanagara's official website and Instagram account, which serve as the main sources of information. In addition, the audience can also obtain additional information from the sales field marketing team present at the on-ground activation.
Action , which involves a purchase decision or actual action taken	The Action stage encourages the audience to take concrete steps after obtaining complete information about the Interior Design Study Program of Universitas Tarumanagara (Untar). At this stage, audiences are expected to visit the official website of Universitas Tarumanagara or contact the study program, or even directly apply to the Interior Design Study Program. Thus, this campaign aims to get the audience to take immediate action, either in the form of registration or participation in organized activities. The media used at this stage included the Instagram account (Feed and Story), Universitas Tarumanagara's official website, as well as booths available in the on-ground activation, which facilitated interaction and the direct registration process if there were prospective students who wanted to register.
Share , where consumers, after making a purchase, often share their experience with others through reviews, online reviews, or live discussions	The final stage is Share, where audiences who have participated in the campaign are expected to share their positive experiences with friends or through social media. The experience they gain, both through on-ground activation and digital interaction, will motivate them to recommend the Interior Design Study Program to others. At this stage, social media such as Instagram, WhatsApp, and TikTok are used as platforms to share experiences, using campaign-specific hashtags. Thus, the audience acted as campaign ambassadors who spread the information organically, expanding the campaign's reach and attracting more attention from their social networks.

Figure 1

AISAS Consumer Journey Flowchart

A	I	S	A	S
I became aware of the importance of interior design and the program after seeing the Instagram ads and campaign posters.	I was interested to know how interior design improves the aesthetics and comfort of spaces, as well as the program's advantages.	I looked for more information about the curriculum, facilities, and career prospects through the website, Instagram, and on-ground booths.	I visited the booth or Untar's official website to get more information or directly apply.	I recommend Untar Interior Design Study Program to my friends through Instagram, WhatsApp, or TikTok with the campaign hashtag.

This campaign uses media integration to attract prospective students, provide relevant information, and encourage their participation to choose Universitas Tarumanagara's Interior Design Study Program. To achieve these objectives, different types of media were adapted to each stage of AISAS. Here are the details of the media that support each stage of the campaign.

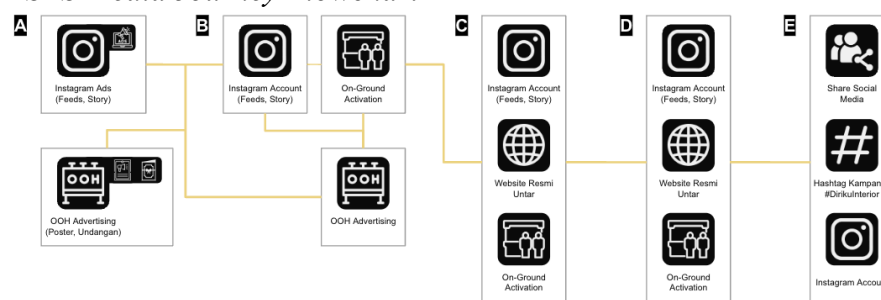
Table 3

AISAS Media in the Visual Communication Campaign Concept for the Universitas Tarumanagara (Untar) Interior Design Study Program

Media	
Social Media	Instagram will be utilized to post visual content aimed at capturing the attention and interest of the audience while presenting relevant information about the study program.
Digital Media	Universitas Tarumanagara's official website will serve as a comprehensive information center, covering curriculum, facilities, and career opportunities, helping prospective students gain a deeper understanding before making a choice.
Print Media	Out of Home Advertising (OOH), such as posters, flyers, and brochures, will be distributed in strategic locations. These media convey brief and interesting information about the study program to prospective students.
Interactive Media	On-Ground Activation will provide prospective students with hands-on experience, allowing them to experience the practice of interior design in real life. Using the 5-senses experiential marketing strategy, audiences can experience how interior design plays a role in transforming physical spaces, thus increasing their interest in the program.

Figure 2

AISAS Media Journey Flowchart



The integration of media and communication strategies in Universitas Tarumanagara's Interior Design Study Program campaign resulted in focused marketing to prospective students. This strategy not only attracted attention, but also encouraged them to share their experiences on social media. With the AISAS communication model, the campaign created closer interaction and increased participation from various circles.

4. CONCLUSIONS AND RECOMMENDATIONS

In this research, the AISAS model is applied to design a visual communication campaign for the Interior Design Study Program of Universitas Tarumanagara (Untar). Each stage Attention, Interest, Search, Action, and Share has an important role in attracting attention and arousing the interest of prospective students. Through an integrated approach, this campaign is expected to increase public awareness of interior design and career prospects in this field. The design of a visual communication campaign needs to be supported by the right visual concept to achieve the objectives, such as increasing the number of applicants and building a positive reputation of the study program. The collaboration between attractive visual elements and relevant information will have a significant impact in increasing the engagement of prospective students.

The results of this study provide valuable recommendations for the Universitas Tarumanagara (Untar) Interior Design Study Program, which are expected to be used to increase the attractiveness and effectiveness of visual communication campaigns. In addition, based on the results of the analysis conducted, the author also provides some relevant recommendations and suggestions for research or study programs. Firstly, it is recommended to introduce simulations of real-world projects that involve collaboration between students, so that they can gain practical experience and problem-solving skills. Next, there is a need for community service initiatives that involve students in community design projects to demonstrate the real impact of interior design. Lastly, the development of Virtual Reality (VR) and Augmented Reality (AR) experiences is also recommended, which allow prospective students to explore classrooms and design projects interactively while demonstrating the practical application of the program. This research covers the campaign concept with the application of the AISAS model using social media, digital media, print media, and interactive media. However, there are still many potential solutions that can be developed by involving various disciplines and other variations of the creative process. In addition, it is recommended that future researchers focus on specific aspects of their study and consider other specific variables that may influence students' decision-making.

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