INSTAGRAM SOCIAL MEDIA COMMUNICATION STRATEGY IN MOTORCYCLE SALES MARKETING THROUGH ADIRA FINANCE LEASING

Farhat Kamal Pristiyadi, Arvin Hardian, Muhamad Khadafi Firman
Ilmu Komunikasi Universitas Bina Sarana Informatika Jakarta Indonesia
(Naskah diterima: 1 October 2025, disetujui: 28 October 2025)

Abstract

This research is motivated by the rapid development of social media that changes marketing communication patterns, including in the motor vehicle financing industry. Adira Finance, one of the largest leasing companies in Indonesia, utilizes the Instagram account @adirafinance to introduce motorcycle financing products to digital consumers. The purpose of this study is to analyze the communication strategies applied to Instagram content and measure their effectiveness based on the AIDA (Attention, Interest, Desire, Action) theory. The study used a descriptive qualitative approach with data collection through in-depth interviews, content observation, and social media archive documentation, which was then validated by data triangulation. The results show that Adira Finance's communication strategy is regularly structured through creative visual content, educational captions, customer testimonials, low installment promotions, and clear calls to action (CTAs). The use of interactive Instagram features such as reels, stories, polls, and direct messages has been proven to increase engagement and expand the reach of messages. The selection of broadcast hours and segmentation of the productive age audience also strengthen the strategy's effectiveness. In conclusion, Instagram-based marketing communications are effective in increasing interest, building trust, and encouraging real consumer action towards motorcycle financing services.

Keywords: Communication strategy, Instagram, AIDA, Adira Finance.

Abstrak

This research is motivated by the rapid development of social media, which has changed marketing communication patterns, including in the motor vehicle financing industry. Adira Finance, one of the largest leasing companies in Indonesia, utilizes the Instagram account @adirafinance to introduce motorcycle financing products to digital consumers. The purpose of this study is to analyze the communication strategies implemented in Instagram content and measure their effectiveness based on the AIDA (Attention, Interest, Desire, Action) theory. The study used a descriptive qualitative approach with data collection through in-depth interviews, content observation, and social media archive documentation, which were then validated by data triangulation. The results show that Adira Finance's communication strategy is systematically structured through creative visual content, educational captions, customer testimonials, low installment promotions, and clear calls to action (CTAs). The use of interactive Instagram features such as reels, stories, polls, and direct messages has been proven to increase engagement and expand the reach of messages. The selection of broadcast hours and segmentation of the productive age audience also strengthen the strategy's effectiveness. In conclusion, Instagram-based marketing communications are effective in

increasing interest, building trust, and encouraging real consumer action towards motorcycle financing services.

Kata Kunci: Strategi komunikasi , Instagram , AIDA , Adira Finance

I. INTRODUCTION

The development of digital technology over the past decade has had a significant impact on corporate marketing strategies. Social media has become a primary channel for delivering marketing messages, including in the motor vehicle financing sector. Instagram, with over 89 million active users in Indonesia (We Are Social & Hootsuite, 2024), offers companies a significant opportunity to reach consumers, particularly millennials and Gen Z. Amidst increasingly fierce competition in the leasing industry, companies are required to have a well-targeted communication strategy. One of Indonesia's largest financing companies, Adira Finance, has begun actively utilizing social media as part of its communication strategy.

The use of social media, such as Instagram, has become a primary channel due to its ability to create two-way interactions and build customer loyalty through a more humanistic, real-time approach (Nuseir et al., 2023). Adira Finance, as one of Indonesia's largest multifinance companies, utilizes its official Instagram account @adirafinance to introduce its motorcycle financing products. Through visual content, education, promotions, and consumer interaction, the communication strategy aims to build brand awareness, foster interest, and encourage purchasing decisions.

Utilizing social media also requires careful planning and strategy, particularly in terms of message consistency, content design, and audience segmentation. Adira Finance's use of Instagram in the context of marketing financing services is interesting to study, as the financial sector is generally less aggressive on social media than other sectors, such as fashion or food.

In response to this phenomenon, financing companies like Adira Finance utilize Instagram as a communication and promotional medium to reach consumers. Instagram is used to publish various promotional content for products, financing programs, financial education, and customer testimonials. The subject of this study was Adira Finance, one of the largest multifinance companies in Indonesia, primarily focused on financing motor vehicles, including motorcycles.

A more in-depth analysis is needed on how Adira Finance develops its communication strategy on Instagram, the type of content used, its effectiveness in building brand awareness, and the extent to which social media contributes to consumer decisions in choosing financing services. Furthermore, it is important to understand the challenges faced in implementing this communication strategy and how the company measures the success of its digital communications. By examining Adira Finance's Instagram social media communication strategy, it is hoped that a comprehensive picture of the role of social media in supporting marketing and strengthening the company's image will be obtained.

This strategy has become particularly relevant in recent years, particularly following the COVID-19 pandemic, when direct interaction between companies and consumers has been limited. Therefore, communication through social media has become the primary choice for delivering marketing messages. Therefore, the research question is: How is the Instagram social media communication strategy @adirafinance implemented to market motorcycle financing products? This strategy includes determining the target audience, creating relevant and engaging content, selecting appropriate communication channels, and periodically evaluating campaign effectiveness. According to Chaffey and Ellis-Chadwick (2020), an effective communication strategy must integrate various digital channels with a measurable and data-driven approach.

Based on this background, it is important to understand Adira Finance's Instagram social media communication strategy in marketing motorcycle financing products and its effectiveness in attracting consumer interest. The AIDA (Attention, Interest, Desire, Action) model is a popular response hierarchy model used by marketers as a guideline for implementing marketing activities. Promotional tools must attract attention, elicit and stimulate interest, arouse desire, and generate action.

II. RESEARCH METHODS

This research employed a descriptive qualitative method (Sugiyono, 2020). The research location was the Adira Finance Kelapa Gading branch office and the official Instagram account @adirafinance. The research took place during May 2025. This approach was chosen to gain a deeper understanding of Adira Finance's communication strategy in utilizing Instagram as a marketing tool for motorcycle leasing sales.

This approach focuses on collecting data in the form of narrative or verbal descriptions that clearly and in detail describe the phenomenon. In this research, researchers attempt to

explain and depict situations or events within their natural context without altering or controlling for existing factors. This method is particularly useful when researchers want to understand how an event or situation occurs, or to gain a clearer picture of the perceptions, views, or experiences of those involved (Nurrisa & Hermina, 2025).

Descriptive qualitative research is also known for its flexibility in adapting data collection techniques to suit field conditions and research objectives. For example, researchers can use open-ended interviews, which allow respondents to express their views and experiences more freely, or use observation, which allows researchers to collect data directly from social interactions occurring in natural contexts.

Data Collection Sources and Techniques:

Informants were selected who were deemed to have relevant knowledge and experience related to the research object. The informants in this study included:

1. Adira Finance Digital Marketing staff

2. Content Creator/Social Media staff

3. Adira Finance's followers or active consumers on Instagram

Data collection techniques included interviews, content observation, and documentation studies. Data analysis was conducted using the AIDA theory, which encompasses the stages of attention, interest, desire, and action. Data validity was tested through source triangulation, dependability, and confirmability.

III. RESEARCH RESULTS

Based on observations, the @adirafinance account maintains fairly consistent content, both in terms of visual branding, posting schedule, and audience segmentation. Adira recognizes that the majority of its motorcycle financing target market is the productive age group (21–40 years old) who actively use Instagram. This study aims to identify and analyze Adira Finance's Instagram social media communication strategy for promoting motorcycle financing products, specifically using the AIDA (Attention, Interest, Desire, Action) theory as an analytical tool.

Adira Finance's Instagram Communication Strategy Based on AIDA Theory

Tahap AIDA	Strategi Konten	Contoh Konten	Dampak terhadap Audiens
Attention	Visual menarik, reels singkat, warna mencolok	Reels "Promo DP 0% Motor Honda Beat"	Views tinggi, meningkatkan awareness
Interest	Caption edukatif, tips keuangan, informasi cicilan	Postingan edukasi "Cara mudah ajukan kredit motor"	Banyak disimpan dan dibagikan

Desire	Testimoni konsumen, promo menarik, kemudahan syarat	Testimoni "Motor impian Rp30 ribu/hari"	Banyak DM masuk dari konsumen
Action	CTA jelas: "Klik link bio", "DM sekarang"	Promo dengan CTA kuat di akhir caption	Peningkatan link clicks hingga 27%

Target Audience

The primary audience is the 21–40 age group, young workers, self-employed individuals, and students, who need affordable motorcycle credit.

Content Broadcast Hours

Main content is posted during user-active hours: 11:00–1:00 PM WIB on weekdays, and 6:00–8:00 PM WIB on weekends. Stories and reels are published in the morning (7:00–8:30 AM WIB).

| Hari	Jam Tayang	Alasan
Senin - Jumat	11.00 – 13.00 WIB	Jam istirahat kerja (tinggi interaksi)
Sabtu - Minggu	18.00 – 20.00 WIB	Waktu santai pengguna sosial media

Findings

Adira Finance divides content into several main categories:

1. Educational Content: Contains information on financing methods, financial management tips, and education on credit requirements.

2. Promotional Content: Contains special offers (down payment discounts, low installments, interest promotions).

3. Interaction Content: Polls, quizzes, or Q&A sessions through Stories.

4. Consumer Testimonials and Stories: Showcasing satisfied Adira users.

5. Motorcycle Product Visuals: Showcasing the latest motorcycles and recommendations for specific segments.

To ensure the validity of the data, researchers used source triangulation:

Data Triangulation

Jenis Data	Sumber	Hasil
Data Primer	Wawancara staf marketing, observasi konten, followers aktif	Mendapat informasi langsung tentang strategi, waktu tayang, dan teknik promosi
Data Sekunder	Statistik Instagram @adirafinance, arsip konten, laporan digital marketing	Mendukung analisis visual dan performa konten promosi berdasarkan AIDA

Grafik Engagement Instagram @adirafinance per Jenis Konten
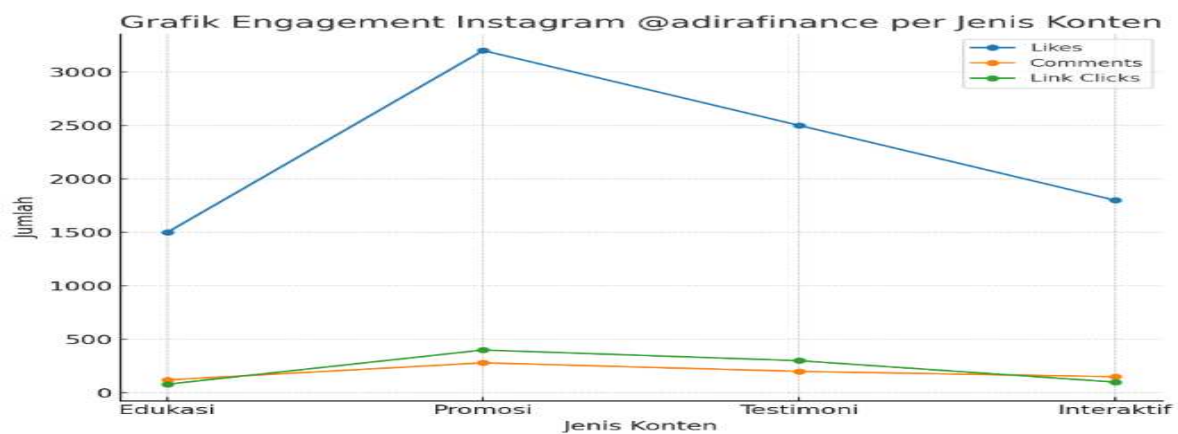
This graph shows that promotional content generated the highest number of likes and link clicks compared to other content types. Testimonial content came in second, particularly effective in encouraging DMs from audiences. Educational and interactive content had stable comment rates, demonstrating their primary function in building credibility and maintaining communication with audiences. This reinforces the conclusion that each type of content has its own role, but a combination of all four is necessary for an optimal communication strategy.

Discussion

The results of this study are consistent with the AIDA theory, which emphasizes the importance of visual attention, interest through education, desire through social proof, and action through CTAs. This research aligns with Andriani (2023) and Priya & Tharoon (2024), who highlight the role of attention and calls-to-action in digital marketing strategies. My research question is: How is the Instagram social media communication strategy @adirafinance implemented to market motorcycle financing products?

The @adirafinance Instagram social media communication strategy for marketing motorcycle financing products involves several targeted steps, namely:

1. Content Planning

2. Marketing Communication Approach

3. Posting Schedule

4. Audience Segmentation and Targeting

5. Interaction and Engagement Strategy

6. Data Utilization and Evaluation

Overall, the @adirafinance Instagram social media communication strategy for marketing motorcycle financing products focuses on education, engagement, and targeted

promotion by combining informative content, engaging visuals, and active interaction with consumers.

Comparison with Previous Research

1. Munawaroh (2022): Found that Instagram posts for motorcycle dealers in Bandung effectively increased sales. This study supports these findings, but Adira places greater emphasis on storytelling and education.

2. Andriani (2023): Emphasized the importance of the Attention and Interest stages in generating purchase intention. This finding is consistent with Adira's strategy of focusing on visuals and educational captions.

3. Priya & Tharoon (2024): Demonstrates the importance of CTAs in Instagram marketing. This is evident at Adira, where CTAs are a key conversion factor.

Strategy Barriers

1. Fierce competition from other leasing companies that are also active on Instagram.

2. Changes in the Instagram algorithm that affect organic reach.

3. Digital consumers' demands for a quick response from admins.

Implications

1. For Adira Finance: The AIDA strategy has proven effective, but content innovation is needed to remain relevant.

2. For Academics: This research strengthens the relevance of the AIDA theory in the digital era.

3. For Practitioners: The application of storytelling + CTAs can serve as an example for other financing sectors.

Based on the research results, @adirafinance's Instagram communication strategy in marketing motorcycle financing combines visual content, education, interaction, and consistent CTAs. The AIDA analysis shows that each stage (Attention, Interest, Desire, Action) is structured and able to guide the audience from simply viewing content to taking concrete action. Thus, Instagram is not only a promotional medium, but also a means of building consumer trust and loyalty towards Adira Finance.

IV. CONCLUSION

Based on the research and analysis conducted, it can be concluded that the marketing communications strategy implemented by Adira Finance through Instagram has proven effective in marketing motorcycle financing. This strategy is implemented through an

informative, interactive, and consistent visual and narrative approach, in keeping with the characteristics of the Instagram platform as an image- and short-video-based communication medium.

The implementation of this strategy encompasses several key points, namely:

1. Creating engaging and educational visual content that conveys information about financing programs, credit simulations, promotions, and financial tips in an easy-to-understand manner.

2. Utilizing Instagram features such as Stories, Reels, Carousel, and Live to reach a broad audience and foster two-way communication.

3. Actively interacting with followers, including answering consumer questions, responding to comments, and promoting digital campaigns through hashtags and quizzes.

4. Collaborating with influencers and brand ambassadors to expand audience reach and strengthen trust with potential customers.

5. Continuous evaluation using engagement data such as the number of likes, comments, reach, and DMs to determine the effectiveness of the message.

REFERENCES

Hall, S., & Liebenberg, L. (2024). Qualitative Description as an Introductory Method to Qualitative Research for Master's-Level Students and Research Trainees. In *International Journal of Qualitative Methods* (Vol. 23). SAGE Publications Inc. https://doi.org/10.1177/16094069241242264

Moriansyah, L., Karet Hijau No, J., & Beji Timur Kec Beji, K. (n.d.). *PEMASARAN MELALUI MEDIA SOSIAL: ANTECEDENTS DAN CONSEQUENCES SOCIAL MEDIA MARKETING: ANTECEDENTS AND CONSEQUENC-ES.*

Naufal, N. :, Buraid, S., Bisnis, F., & Ekonomika, D. (2021). *PENERAPAN SISTEM MARKETING MIX PEMBIAYAAN MOTOR SYARIAH DI PT ADIRA DINAMIKA MULTI FINANCE Disusun Oleh: No Mahasiswa: 19211060 Program Studi: Manajemen Program Studi Manajemen Program Diploma III.*

Nurrisa, F., & Hermina, D. (2025). *Pendekatan Kualitatif dalam Penelitian: Strategi, Tahapan, dan Analisis Data. 02,* 793–800.

Nuseir, M. T., El Refae, G. A., Aljumah, A., Alshurideh, M., Urabi, S., & Kurdi, B. Al. (2023). Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review. In *Studies in Computational Intelligence* (Vol. 1056, pp. 21–44). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-12382-5_2

Prahara Gunadi, T., & Afinah, U. (2023). *Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi kasus Pada Online Shop SEIWAY di Tangerang selatan). 23*(2). https://doi.org/10.31294/jc.v19i2

Sri Wulandari, A., Ernandi, D., Citra Sugiant, A., & Lasha, V. (2023). *Jurnal Pengembangan dan Penelitian Pendidikan PERAN EVALUASI PEMBELAJARAN BERNILAI EDUKATIF DALAM MENINGKATKAN KUALITAS PENDIDIKAN DASAR*. https://journalpedia.com/1/index.php/jppp

Tharoon B. (2021). *International Journal of Management Exploring the Impact of Instagram Marketing Strategies on Customer Purchase Intentions: A Comprehensive Analysis*. https://doi.org/10.34293/management.v11iS1

Wang, N., & Li, B. (2020). *A Model of Deceitful Information Communication: Some Views on Theory and Practice of Semantic Information*. 127. https://doi.org/10.3390/is4si-2017-03998

Wilopo, A. R. Z. A. (2022). Pengaruh Penerapan AIDA TERHADAP KEPUTUSAN PEMBELIAN (Survei Pada Pembeli Kartu Perdana IM3 di Lingkungan Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya). *PENGARUH PENERAPAN AIDA (ATTENTION, INTEREST, DESIRE, ACTION)*.