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The Implementation of the AISAS Model in Viral Marketing at Mixue

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ABSTRACT

Mixue as a beverage and ice cream brand from China has succeeded in attracting the attention of the Indonesian people, including in Semarang, through a marketing strategy that relies on the power of social media and consumer engagement. This study aims to analyze the application of the AISAS (Attention, Interest, Search, Action, Share) model in Mixue's viral marketing strategy in Semarang City. This study uses a qualitative method, with the AISAS (Attention, Interest, Search, Action, Share) concept theory. Data were collected through interview and observation techniques. The results of the study show that Mixue has succeeded in implementing each stage in the AISAS model optimally. The Attention stage is obtained through the creation of memorable content and distinctive visual design. The Interest stage arises from affordable product prices and flavors that suit local market tastes. Consumers then search for more information through social media and digital platforms. After that, they take action in the form of direct purchases at the outlet. Finally, the Share stage can be seen from the high activity of sharing consumption experiences through uploading photos, videos, and reviews on various social media, which strengthens the viral marketing effect. Thus, the application of the AISAS model in Mixue's viral marketing strategy in Semarang has proven effective in building brand awareness, encouraging purchasing decisions, and creating active consumer participation in spreading brand information organically.

Keyword: AISAS Model, Mixue, Viral Marketing

ABSTRAK

Mixue sebagai brand minuman dan es krim asal Tiongkok berhasil menarik perhatian masyarakat Indonesia, termasuk di Semarang, melalui strategi pemasaran yang mengandalkan kekuatan media sosial dan keterlibatan konsumen. Penelitian ini bertujuan menganalisis penerapan model AISAS (Attention, Interest, Search, Action, Share) dalam strategi viral marketing Mixue di Kota Semarang. Penelitian ini menggunakan metode kualitatif, dengan teori konsep AISAS (Attention, Interest, Search, Action, Share). Data dikumpulkan melalui teknik wawancara dan observasi. Hasil penelitian menunjukkan bahwa Mixue berhasil menerapkan setiap tahap dalam model AISAS secara optimal. Tahap Attention diperoleh melalui pembuatan konten yang mudah diingat dan desain visual yang khas. Tahap Interest muncul dari harga produk yang terjangkau dan cita rasa yang sesuai dengan selera pasar lokal. Konsumen kemudian melakukan Search untuk mencari informasi lebih lanjut melalui media sosial dan platform digital. Setelah itu, mereka mengambil Action berupa pembelian langsung di gerai. Terakhir, tahap Share terlihat dari tingginya aktivitas berbagi pengalaman konsumsi melalui unggahan foto, video, dan ulasan di berbagai media sosial, yang memperkuat efek viral marketing. Dengan demikian, penerapan model AISAS dalam strategi viral marketing Mixue di Semarang terbukti efektif dalam membangun brand awareness, mendorong keputusan pembelian, serta menciptakan partisipasi aktif konsumen dalam menyebarkan informasi merek secara organik.

Kata Kunci: Metode AISAS, Mixue, Pemasaran Viral



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1. Introduction

Viral marketing is a term frequently associated with phenomena occurring on social media. According to Armstrong and Kotler, viral marketing refers to a promotional strategy in which marketing messages are transmitted from one individual to another through the use of the Internet, enabling information to spread

rapidly (Astasari & Sudarwanti, 2021). In the marketing context, virality has become a significant phenomenon because of its ability to disseminate information extensively while generating substantial benefits for businesses.

The concept of viral marketing was first introduced by Jeffrey Rayport in his 1996 article entitled *The Virus of Marketing*, published in *Fast Company* magazine. Subsequently, the concept was further developed by Steve Jurvetson and Tim Draper of the venture capital firm Draper Fisher Jurvetson (Situmorang, 2020). Viral marketing is defined as the rapid dissemination of information about products or services through both online and offline channels. This strategy is generally supported by creative and innovative promotional activities that attract public attention and encourage social media users to voluntarily share the information with others (Riadi, 2020).

The rapid growth of viral marketing is closely related to the increasing number of social media users in Indonesia. According to data published by Databoks, Indonesia had approximately 139 million social media users out of a total population of 279 million, representing 49.9% of the national population. Among various social media platforms, TikTok accounted for 73.5% of the country's social media users. This extensive user base has made social media an effective medium for creating and spreading viral content capable of influencing consumer behavior.

The implementation of viral marketing has been widely adopted in the food and beverage (F&B) industry, particularly within franchise businesses. As competition in this sector becomes increasingly intense, companies are required to develop creative and innovative marketing strategies to attract consumers. International franchise brands such as KFC, Pizza Hut, Subway, Dunkin' Donuts, Burger King, and Mixue compete to offer fast-food and beverage products that appeal to Indonesian consumers (Ferine et al, 2023). Amid this intense competition, Mixue has demonstrated remarkable business growth by successfully utilizing viral marketing strategies on social media.

Mixue is a food and beverage brand specializing in soft-serve ice cream and ready-to-drink beverages. The company was founded by Zhang Hongchao on June 26, 1997, in Zhengzhou, Henan Province, China. The name *Mixue Bingcheng* literally means "an ice palace built from sweet snow." The company operates using a franchise business model. Mixue entered the Indonesian market in 2020, opening its first outlet at Cihampelas Walk in Bandung. In 2023, Mixue also obtained halal certification from the Indonesian Council of Ulama (Majelis Ulama Indonesia/MUI) (Fauziah, 2020). Within a relatively short period, Mixue has become one of the fastest-growing franchise chains in Indonesia.

Mixue's success can largely be attributed to its effective use of social media as a marketing communication platform. One of its most recognizable strategies is the dissemination of its signature jingle through TikTok. The audio has been used by more than 589 thousand TikTok users, significantly increasing the brand's visibility among the public. Furthermore, the viral phenomenon surrounding Mixue has been strengthened by its rapid expansion. Between 2020 and 2023, the company successfully established approximately 10,000 outlets, leading to widespread discussions on TikTok. Numerous users created memes, short videos, and humorous content highlighting the seemingly ubiquitous presence of Mixue stores across various locations. These user-generated contents frequently featured Mixue's snowman mascot along with its catchy jingle, reinforcing the brand's identity on social media platforms.

This phenomenon demonstrates that viral marketing has become one of the most effective marketing communication strategies for building brand awareness and stimulating consumer interest. The voluntary dissemination of content by social media users not only enhances Mixue's popularity but also expands the reach of its promotional activities without relying heavily on conventional advertising media. Therefore, Mixue represents a compelling example of how viral marketing can shape consumer perceptions and influence purchasing decisions through the power of digital communication.



Figure 1. The Use of Mixue Memes on Tiktok
Source: Tiktok (2024)

Mixue's success in implementing a viral marketing strategy has attracted the researcher's interest in examining its marketing practices more comprehensively. Marketing cannot be separated from communication techniques, as marketing communication strategies play a crucial role in promoting products and influencing consumers' purchasing decisions. The primary objective of a communication strategy is to integrate effective planning and management to ensure that marketing messages are clearly understood by consumers. Furthermore, communication strategies aim to influence consumers' attitudes and behaviors by fostering mutual understanding, facilitating effective message acceptance, and ensuring the successful delivery of intended meanings (Carolina, 2022).

This study adopts the AISAS model (Attention, Interest, Search, Action, and Share), a consumer behavior model that helps companies understand the stages consumers experience before and after making purchasing decisions while enabling more personalized interactions. The AISAS model represents a contemporary approach to marketing strategy, designed to improve the effectiveness of promotional activities and enhance brand performance in marketing products (Widyani & Wahab, 2025).

This research aims to analyze the implementation of the AISAS (Attention, Interest, Search, Action, and Share) model in Mixue's viral marketing strategy, with a particular focus on Mixue outlets in Semarang City. Specifically, the study examines how each stage of the AISAS model is utilized by Mixue to capture consumers' attention, generate interest, facilitate information searching, encourage purchasing behavior, and ultimately motivate consumers to share their experiences with others. By investigating these stages, this research is expected to provide a deeper understanding of the effectiveness of Mixue's viral marketing strategy and its implications for businesses operating in the food and beverage industry.

2. Literature Review and Hypothesis Development

Viral marketing continues to evolve alongside technological advancements, with companies constantly developing new strategies to make their products go viral as a form of promotion. It has become an increasingly valuable opportunity for businesses to promote their products by leveraging trends on social media platforms (Sari & Paramita, 2022). Viral marketing can generate positive outcomes for companies when customers are satisfied with the products offered. Satisfied customers tend to voluntarily disseminate product information within their social networks, encouraging others to purchase the product. According to Kotler and Armstrong (2012), as cited in Prayogo et al, (2023), viral marketing is the process of spreading information through the Internet via electronic word-of-mouth, allowing marketing messages to spread rapidly as customers willingly share product information with others in their social environment. Similarly, Astasari and Sudarwanti (2021) define viral marketing as a marketing activity that relies on social networking platforms to achieve marketing objectives.

Viral marketing is a marketing strategy that utilizes electronic media as a channel for disseminating information through electronic word-of-mouth (Alfifto et al, 2021). As part of marketing communication, viral marketing employs social media to distribute electronic messages containing product information to potential consumers. To effectively attract potential customers, marketers must first understand consumers' purchase intentions and interests. Supporting this perspective, Dentsu (2004), as cited in Prasanti et al (2023), proposed that contemporary marketing requires continuous interaction between marketers and consumers through the AISAS model, which consists of Attention, Interest, Search, Action, and Share. The AISAS model is an advancement of the traditional AIDMA model (Attention, Interest, Desire, Memory, Action), reflecting changes in consumer behavior brought about by technological and societal developments (Kadiasti & Mukaromah, 2022). Through social media, AISAS provides marketers with an effective framework for promoting products and increasing consumer engagement. According to Sugiyama and Andree (2011) in *The Dentsu Way*, AISAS represents a new era of marketing that integrates digital technology into the marketing process (Saadah et al, 2023).

AISAS consists of five sequential stages that play a crucial role in the viral marketing process (Meifilina, 2022), as described below.

1. Attention

Attention is the initial stage of the marketing process, in which companies seek to attract the attention of potential consumers through social media by presenting engaging content containing product-related information. Social media platforms such as Instagram and TikTok enable businesses to reach broad and virtually unlimited audiences. The objective of the attention stage is to increase consumer awareness through various promotional activities, including advertising, sales promotions, personal selling, direct marketing, and other marketing communication efforts.

2. Interest

Interest refers to the stage in which potential consumers develop curiosity and attraction toward a product

after being exposed to promotional content. This stage occurs when consumers pay greater attention to the products offered because of creative and engaging marketing content shared on social media. Effective promotional content stimulates curiosity, increases consumers' purchase intentions, and encourages them to learn more about the advertised product before making a purchasing decision.

3. Search

Search is the stage during which potential consumers actively seek additional information about a product that has captured their attention through social media promotions. At this stage, consumers intentionally gather information because the product has become appealing after progressing through the attention and interest stages. Information may be obtained from various sources, including search engines, social media platforms, online reviews, or recommendations from other consumers.

4. Action

Action represents the stage in which potential consumers make the decision to purchase the promoted product. This stage reflects the conversion of purchase intention into actual buying behavior. To encourage repeat purchases and foster customer loyalty, companies must consistently provide excellent service, maintain product quality, and ensure product availability. These factors contribute to long-term customer satisfaction and loyalty toward the brand.

5. Share

Share is the final stage of the AISAS model. Consumers who are satisfied with a product are likely to share their experiences and opinions with others, thereby generating electronic word-of-mouth (e-WOM). This stage represents a valuable outcome for companies because satisfied customers voluntarily promote products through personal recommendations. Information sharing may occur directly through face-to-face interactions or indirectly through social media, online reviews, and other digital communication platforms, thereby extending the reach of marketing messages to broader audiences.

3. Conceptual Framework

One of the key strategies in marketing communication is viral marketing. Viral marketing utilizes social media as a medium for disseminating information about products or services to potential consumers. As a modern marketing tool, viral marketing enables companies to promote their products through various social media platforms, such as Twitter, Instagram, and TikTok. As part of a marketing communication strategy, viral marketing aims to maximize promotional effectiveness while minimizing marketing costs. Moreover, viral marketing has an extensive reach, allowing promotional messages to spread rapidly and remain accessible to a broad audience over time.

One of the strategic models widely used in viral marketing is the AISAS model (Attention, Interest, Search, Action, and Share). AISAS describes the stages of consumer behavior in the digital era that lead to purchasing decisions. The process begins with Attention, where marketers attract the attention of potential consumers through promotional content. Once consumers become aware of the product, they develop Interest, which encourages them to seek more information about the product (Search). After obtaining sufficient information, consumers proceed to the Action stage by making a purchase. Finally, satisfied consumers enter the Share stage by sharing their experiences and opinions about the product with others through social media or other communication channels. The AISAS model illustrates the interaction process between companies and consumers in delivering product information and serves as a strategic framework for understanding consumer behavior in the digital marketing environment.



Figure 2. Conceptual Framework

3. Equations

This study employed a qualitative research design using a phenomenological approach. Phenomenology is a qualitative approach that seeks to understand phenomena based on individuals' lived experiences and the realities they perceive (Usop, 2019). The research was conducted over a six-month period, from July to December 2024.

Primary data were collected through direct observation and in-depth interviews. The informants in this study were the store managers of four Mixue outlets located in Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro, Semarang. The interviews focused on exploring how virality has been utilized as a marketing communication strategy by Mixue in Semarang in order to obtain valid and comprehensive data. Secondary data were obtained from academic journals, scientific articles, and books relevant to the research topic and meeting scholarly standards. These secondary sources were collected through an extensive literature review to support and enrich the findings of the study.

The research was conducted at four Mixue outlets located in Semarang City, Central Java, Indonesia. The geographical locations of the research sites are presented in the figure below.



Figure 3. Map of the Research Location

The research was conducted at four Mixue outlets located in Semarang City, namely Mixue Patemon, Mixue Lemponsari, Mixue Woltermonginsidi, and Mixue Puri Anjasmoro. These research sites were selected because they are among the Mixue outlets with the greatest social media presence and the highest volume of positive reviews across platforms such as TikTok, Instagram, and Google. This criterion was considered appropriate for examining the implementation of Mixue's viral marketing strategy in Semarang.

4. Results and Discussion

In today's digital business environment, an effective marketing strategy is one of the most essential factors for companies to promote their products successfully, increase brand image and brand awareness, and ultimately improve sales performance. Marketing activities cannot be separated from communication, as communication serves as a fundamental element in delivering promotional messages. Effective marketing communication occurs when there are clear components, including the sender, receiver, message, communication channel, and feedback. Marketing communication encompasses various forms, such as advertising, sales promotion, public relations, personal selling, and direct marketing. Among these approaches, viral marketing has emerged as one of the most influential marketing communication strategies. It provides companies with significant opportunities to promote products or services through social media platforms.

Viral marketing offers several advantages, including relatively low promotional costs, extensive audience reach, and the ability to rapidly enhance public awareness of a product or brand. Furthermore, digital campaigns can be monitored more easily than conventional marketing efforts and are not constrained by geographical boundaries or time limitations. Nevertheless, viral marketing also presents certain challenges, particularly in measuring the effectiveness of audience responses and predicting how consumers will react to marketing content. Consequently, successful viral marketing requires an interactive process between marketers and potential consumers.

According to Dentsu (2004), effective viral marketing involves five sequential stages represented by the AISAS model: Attention, Interest, Search, Action, and Share. AISAS is a consumer behavior model that explains the stages consumers go through before and after making a purchasing decision. This model reflects how consumers interact with digital media and how marketing communication influences their decision-making process.

The AISAS model enables companies to better understand consumer behavior and develop more effective marketing strategies. By applying AISAS, companies can strengthen their brand image and brand awareness, increase consumer interest, encourage consumers to seek more detailed product information, facilitate purchasing decisions, improve conversion rates, and motivate satisfied customers to share their experiences with others. According to Damayanti and Zulfiningrum (2022), brand image and brand awareness are fundamental components of an effective marketing strategy because they contribute significantly to promoting products and building long-term consumer trust. Therefore, a comprehensive understanding of the AISAS model allows companies to design more effective marketing communication strategies, enhance brand awareness, stimulate consumer interest, and increase sales performance. Moreover, AISAS plays an essential role in anticipating consumer behavior in the digital era, enabling companies to align their marketing strategies with consumer needs and expectations.

Attention

Attention is the initial stage in which a business introduces its products or establishes brand awareness among the public. Within the context of viral marketing, the attention stage aims to attract potential consumers by promoting a brand through various communication channels, particularly social media. To achieve this objective, businesses need to establish official social media accounts that serve as platforms for building and strengthening their brand identity.

The findings indicate that all four Mixue outlets in Semarang utilize multiple digital communication channels. In addition to maintaining official Instagram and TikTok accounts, each outlet also operates a WhatsApp Business account to facilitate customer communication. Beyond social media, the outlets implement several promotional approaches, including hard selling, soft selling, direct selling, and personal selling. Among these strategies, hard-selling techniques are the most frequently employed through social media by posting promotional content featuring product menus, daily promotional offers, outlet locations, and digital versions of promotional brochures.

At the attention stage, the four Mixue outlets at Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro have established official social media accounts under the usernames @mixuepatemonsekarang, @mixuewolter, @mixue_lemponsari, and @mixuepurianjasmoro, respectively. After establishing these accounts, each outlet develops content specifically designed for publication on its social media platforms. Although operating under the same brand, the outlets have flexibility in creating and uploading promotional content tailored to their local audiences. The published content includes product introductions, daily promotional offers, and special campaigns during national holidays and public celebrations, such as Eid al-Fitr, Indonesia's Independence Day, and Pancasila Day.

In addition to digital promotion, Mixue also employs offline promotional activities, including organizing grand opening events, distributing brochures to nearby communities, and conducting direct promotional activities at each outlet. These efforts are intended to capture the attention of potential consumers and encourage them to visit the nearest Mixue outlet. According to Alfaficha and Ekaputri (2024), the attention stage aims to attract potential customers through advertising, social media marketing, and content marketing strategies that effectively communicate information about the products or services being promoted.

Interest

Interest is the second stage of the AISAS model, following the Attention stage. The primary objective of this stage is to transform consumers' initial attention into genuine interest, encouraging them to learn more about the products being promoted through content shared on social media. Interest is generated when a company or brand publishes engaging and informative content that effectively communicates product value and captures the audience's curiosity.

The findings reveal that the Mixue outlets in Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro generate consumer interest by providing clear information about Mixue's products, promoting various sales campaigns such as product bundles and limited-time discounts, and creating content that follows trending topics and popular formats on TikTok. Producing content aligned with current TikTok trends increases the likelihood of reaching a wider audience through the platform's recommendation algorithm, thereby enhancing content visibility and increasing its potential to become viral.

The Interest stage plays a crucial role in converting consumers' initial awareness into active engagement, thereby sustaining the long-term effectiveness of viral marketing. Mixue initially gained widespread public attention because many consumers were curious about its products and rapidly expanding outlets. Consequently, maintaining consumer interest has become an essential component of the marketing strategy implemented by each Mixue outlet. To achieve this, the outlets strive to establish both emotional and cognitive connections with their audiences, encouraging them to seek additional information about the products and promotional activities being offered.

The findings also indicate that Mixue strengthens consumer interest through distinctive and consistent brand elements presented in its social media content. These elements include the Snow King mascot, visual

backgrounds featuring the interior and atmosphere of Mixue outlets, the brand's signature red-and-white color scheme, and the use of Mixue's recognizable promotional jingle as background music in videos. The consistency of these visual and audio elements contributes to a strong brand identity, making the content easily recognizable and memorable to audiences. According to Muallimah (2021), the objective of the **Interest** stage is to encourage audiences to develop curiosity and actively seek further information about the products being promoted.

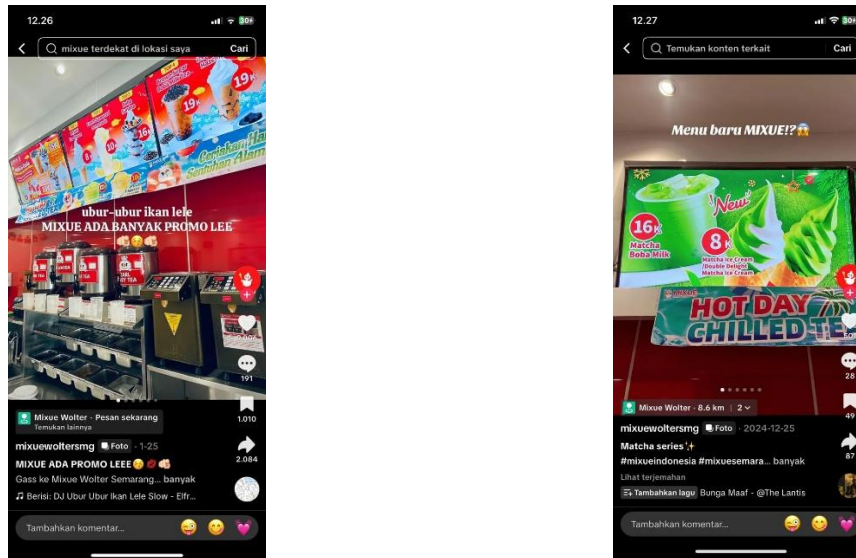


Figure 4. Mixue TikTok Content
Source: @Mixuewoltersmg

Figure 4 shows several Mixue contents displayed on TikTok social media to attract customers and introduce the Mixue brand name. The content uploaded by Mixue is given flexibility at each branch, allowing every outlet to create and publish its own promotional content. Based on the interview results, the content uploaded by Mixue branches generally uses trending sounds on TikTok in order to increase viewership and improve the possibility of appearing on users' For You Page (FYP).

Search

Search is the stage in which potential consumers who have developed an interest in a promoted product actively seek additional information before making a purchase decision. This stage represents the transition between consumer interest and purchasing action, as consumers attempt to obtain more detailed information about the product. They may search for information through search engines such as Google, explore the brand's social media accounts, or review testimonials and experiences shared by previous customers regarding the product and the quality of the company's services.

The findings indicate that the Search stage in Mixue's viral marketing strategy, particularly at its outlets in Semarang, is supported by the company's presence on both social media platforms and Google. By maintaining official business accounts on platforms such as Instagram, TikTok, and Google Business Profile, Mixue enables potential customers to easily access information regarding product offerings, promotional campaigns, outlet locations, operating hours, customer reviews, and other relevant details. This digital presence facilitates consumers' information-seeking behavior and supports their decision-making process before making a purchase.

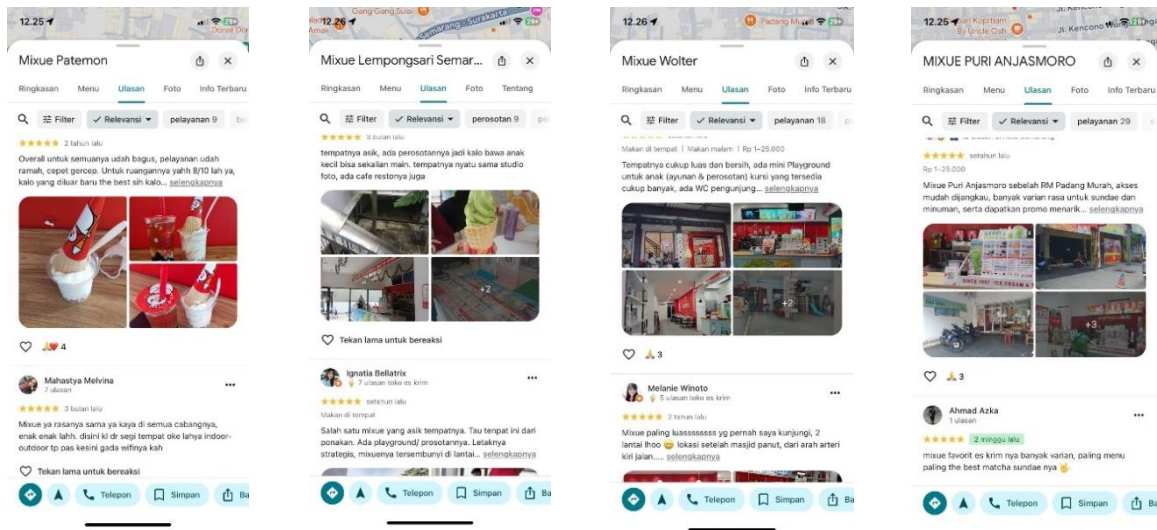


Figure 5. Customer Reviews on Google Maps
Source: Google Maps

Figure 5 presents several customer reviews of the Mixue outlets included in this study. The Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro branches have established official business profiles on Google to enable potential customers to obtain more detailed information, particularly customer testimonials and reviews.

The findings indicate that the Mixue branches place considerable emphasis on maintaining positive customer ratings and reviews, as these factors can significantly influence product sales. High ratings and favorable customer feedback contribute to increased consumer trust, which in turn can lead to higher sales and greater business profitability. To maintain positive evaluations, the outlets strive to provide excellent customer service by adhering to Mixue's Standard Operating Procedures (SOP), ensuring consistent product quality, maintaining clean and comfortable store environments, and offering both indoor and outdoor seating areas to enhance customer convenience.

Furthermore, positive ratings and reviews are continuously monitored and improved to sustain customer satisfaction and prevent potential business losses. When negative ratings or comments are received, the management of the Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro branches conducts evaluations to identify the underlying causes of customer dissatisfaction. These evaluations focus on various aspects, including service quality, outlet facilities, cleanliness, and other operational factors that may have contributed to unfavorable customer experiences.

According to Saadah et al (2023), the Search stage refers to the process in which potential consumers actively seek information about products or services being promoted. Customer testimonials, online reviews, and information available on social media and digital platforms facilitate this information-seeking process, enabling potential consumers to make more informed purchasing decisions.

Action

Action is the stage in which potential consumers make the actual decision to purchase a product that has been promoted through social media. In the context of viral marketing, the **Action** stage aims not only to encourage the initial purchase but also to motivate customers to revisit the company or brand. This objective can be supported by providing convenient delivery services, multiple payment options, and a comfortable shopping environment (Brilliantia et al, 2022).

The findings indicate that the four Mixue outlets in Semarang—Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro—have implemented various strategies to facilitate consumers' purchasing decisions. All four outlets provide comfortable facilities by offering two separate seating areas: an **indoor** area for customers who prefer a cool, air-conditioned, and smoke-free environment, and an **outdoor** area for customers who wish to smoke or prefer not to remain in an air-conditioned space. These facilities are intended to enhance customer comfort and improve the overall service experience.

In addition to providing comfortable facilities, Mixue has standardized its customer service in accordance with the company's Standard Operating Procedures (SOPs). When customers enter the outlet, staff members greet them by saying, "Welcome to Mixue." Customers are then asked whether they would like to order ice cream or beverages, followed by recommendations regarding current promotional offers or Mixue's best-selling menu items. After customers have selected their orders, the cashier asks whether they would like to add any toppings or make special requests. Customers are then offered their preferred payment method before completing the transaction. Once payment has been processed, the cashier politely asks customers to wait near the preparation counter while their orders are being prepared. When the order is ready, the staff

member hands it to the customer and says, "Enjoy your meal." As customers leave the outlet, employees conclude the service by saying, "Take care, and we look forward to welcoming you back to Mixue."

These standardized service procedures contribute to a positive customer experience, enhance customer satisfaction, and encourage repeat purchases, which are key objectives of the Action stage within the AISAS model.



Figure 6. Interior and Exterior of Mixue

Source: Documentation of Mixue Patemon & Lemponsarii

Figure 6 illustrates several areas of the Mixue outlets documented by the researcher during the field observations. The seating and dining areas are consistently maintained to provide a comfortable, clean, and pleasant environment, while high-quality customer service is delivered to ensure that customers have a satisfying experience when purchasing and enjoying Mixue products.

As part of its commitment to service quality, Mixue implements standardized operating procedures across all of its outlets and continuously evaluates and improves its facilities and services to enhance customer satisfaction and comfort. Based on the interview findings, all Mixue outlets, including those in Patemon, Lemponsari, Woltermonginsidi, and Puri Anjasmoro, undergo periodic evaluations approximately every one to two years. These evaluations involve comprehensive inspections of each outlet to identify facilities requiring maintenance, repair, or renovation.

The inspections include replacing or repairing damaged tables and chairs, repainting interior and exterior walls when necessary, updating Mixue signage and logos, and ensuring the cleanliness of both the outlet and its surrounding environment. Through these continuous improvement efforts, Mixue seeks to provide a comfortable and enjoyable customer experience, thereby fostering customer satisfaction and strengthening long-term customer loyalty toward its outlets.

Share

Share is the final stage of the AISAS model in viral marketing. This stage occurs after customers have purchased a product, either through direct in-store transactions or online channels. The **Share** stage represents the outcome of customers' purchasing experiences, in which they voluntarily communicate their opinions, experiences, and evaluations of the product through social media platforms or by engaging in word-of-mouth communication (Pratiwi et al, 2024).

The findings indicate that the Share stage has a significant impact on a company's marketing performance. Customers who are satisfied with the overall quality of the product and service are more likely to share positive experiences, reviews, and recommendations through social media or personal interactions. Such positive electronic word-of-mouth (e-WOM) can enhance brand awareness, strengthen the company's reputation, and encourage potential consumers to purchase the product, ultimately contributing to increased sales. Conversely, customers who experience dissatisfaction may share negative reviews or unfavorable opinions, which can damage the brand's reputation, reduce consumer trust, and potentially lead to a decline in product sales. Therefore, maintaining high levels of customer satisfaction is essential for encouraging positive sharing behavior and sustaining the effectiveness of viral marketing strategies.

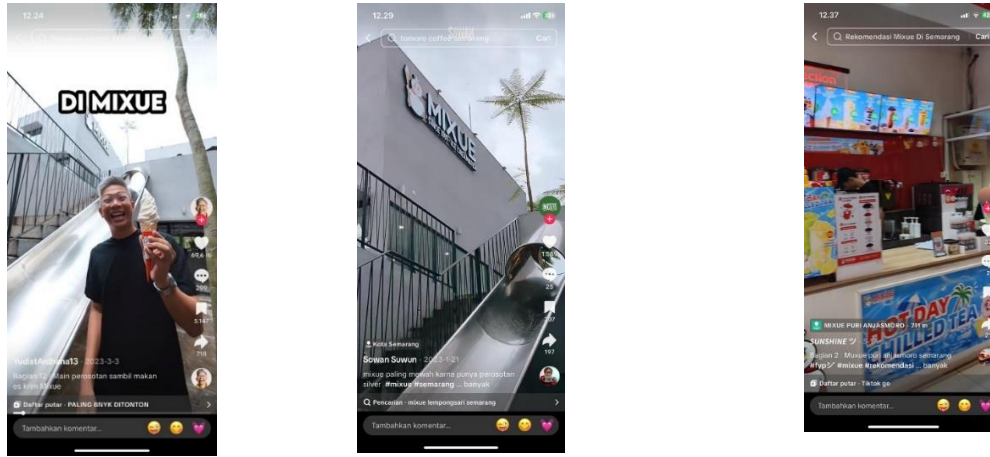


Figure 7. User-Generated TikTok Content
Source: TikTok

Figure 7 presents several TikTok posts uploaded by customers who visited the Mixue outlets included in this study. The Share stage in viral marketing represents one of the key indicators of a successful marketing strategy, as it reflects customers' willingness to voluntarily share their experiences after purchasing a product. To encourage this behavior, companies and brands must consistently maintain high standards across all aspects of their operations in order to foster customer satisfaction and long-term loyalty.

The findings indicate that Mixue encourages customers to share their experiences voluntarily by consistently delivering high-quality products and excellent customer service. The company also strives to continuously improve and maintain operational standards by ensuring consistent product quality, maintaining clean and comfortable outlet environments, and promptly evaluating customer feedback whenever dissatisfaction arises. Through these continuous improvement efforts, Mixue aims to create positive customer experiences that motivate consumers to share their opinions, reviews, and recommendations on social media platforms, thereby strengthening the effectiveness of its viral marketing strategy.

4. Conclusion

Based on the analysis of the implementation of the AISAS model (Attention, Interest, Search, Action, and Share) in Mixue's viral marketing strategy in Semarang, the findings indicate that Mixue has successfully implemented each stage of the model effectively to build a strong brand image, increase consumer interest, and encourage purchasing decisions. Overall, the successful application of the AISAS model has contributed significantly to Mixue's popularity as a viral beverage brand and has supported its rapid growth in the Indonesian market.

Based on the research findings, it is recommended that Mixue further enhance the implementation of the AISAS model by incorporating more compelling storytelling and personalized digital interactions to strengthen consumer engagement. The findings of this study also provide practical insights for business practitioners, particularly Micro, Small, and Medium Enterprises (MSMEs), seeking to adopt the AISAS model as part of their viral marketing strategies to improve brand awareness and strengthen consumer engagement in the digital marketplace.

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