

# The Impact of Using AI Chat GPT on Marketing Effectiveness: A Case Study on Instagram Marketing

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## Research Article

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**Abstract:** This study aims to investigate the impact of using AI Chat GPT on marketing effectiveness, particularly on the Instagram platform. Marketing, specifically on the Instagram platform. In obtaining structured information and effective content suggestions, increasing desired, enhancing consumer emotions and experiences, and understanding the performance of their posts in order to make informed decisions regarding content strategy. Descriptive qualitative method with virtual ethnography that looks at AIDA (Attention, Interest, Desire, Action) is used to measure the effectiveness of Instagram marketing by observing the effectiveness of Instagram marketing. The effectiveness of Instagram marketing was measured by observing the number of users who viewed, liked, visited the profile, or took a specific action after seeing the ad. The results of the study showed that marketing content created using AI Chat GPT can achieve high levels of attention and engagement among users, increasing their interest in the products or services offered by the company. These findings can help businesses improve their marketing effectiveness by using AI Chat GPT on the Instagram platform.

**Keywords:** marketing; chat GPT; content strategy; AIDA.

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## 1. Introduction

Interdisciplinary approach from computer science and linguistics known as artificial intelligence (AI) aims to build computers that are capable of carrying out tasks that traditionally need human intelligence (Sarker, 2022). According to Korteling et al. (2002), these activities include the capacity to pick up, modify, rationalize, comprehend, and interpret abstract notions as well as the responsiveness to complex human traits like attention, emotion, creativity, etc. The Dartmouth Summer Research Project on AI, which was conducted in the middle of the 20th century, is where the history of AI as a scientific field may be found (McCarthy et al., 2006). Machine learning (ML) algorithms were created as a result, enabling decision-making or prediction based on patterns in massive data sets (Jordan & Mitchell, 2015). Subsequently, the development of neural networks (brain mimicking algorithms), genetic algorithms (finding optimal solutions to complex problems with the application of evolutionary principles), and other advanced techniques followed (Domingos, 2018).

According to OpenAI (2023), "ChatGPT" is an AI-based large language model (LLM) that can create responses to text input that are similar to those of a human being. It was released in

November 2022. ChatGPT is a chatbot (a software that can comprehend and produce responses using a text-based interface) that was created by OpenAI (OpenAI, L.L.C., San Francisco, CA, USA). It is built on a generative pre-trained transformer (GPT) architecture. The GPT architecture processes natural language using neural networks to produce responses that are dependent on the context of the input text (Brown et al., 2020).

According to OpenAI (2023), ChatGPT's advantages over its GPT-based forerunners can be credited to its capacity to reply to many languages, resulting in fluid and incredibly intelligent responses based on advanced modeling. The conflicting reactions ChatGPT has gotten from the scientific and academic communities are indicative of the long history of debate about the advantages and disadvantages of cutting-edge AI technology (Wogu et al. 2017). On the one hand, ChatGPT, among other LLMs, can be helpful in conversations and writing activities by enhancing the effectiveness and correctness of necessary output (Deng & Lin, 2022). On the other hand, questions have been raised regarding potential biases based on the data sets utilized in ChatGPT training, which may restrict its capabilities and result in factual mistakes yet worry-inducingly seem scientifically reasonable (a phenomena known as hallucination). Additionally, it's important to take into account security concerns, the possibility of cyberattacks, and the propagation of false information through LLM (Deng & Lin, 2022). Human intelligence (HI) is more adaptable than artificial intelligence (AI) due to its biological evolutionary background, flexibility, creativity, emotional intelligence talents, and capacity for comprehending intricate abstract concepts (Borji, 2023). However, HI-AI cooperation can be beneficial if accurate and reliable AI output is ensured.

The application of ChatGPT in marketing strategies has the potential to increase the effectiveness of a company's marketing on social media platforms, especially Instagram. marketing on social media platforms, especially Instagram. In the era of industry 4.0 and rapid technological development, the use of the internet and social media as a means of communication, information exchange, and information search increasingly dominate daily life (Hazizah & Padli Nasution, 2022). Social media, including Instagram, has a wide reach, allowing companies to interact with consumers and promote their products and services (Sulianta, 2014)

Many businesses and individuals in the business world have realized the potential of the internet as a marketing channel for their products. products. Because of these benefits, more and more businesses have started to run their operations online. As more and more businesses are venturing into the realm of online commerce, the level of competition for consumers or clients in the context of internet marketing competition is becoming more intense. competition to get consumers or clients in the context of internet marketing competition is getting tighter increasingly fierce (Dharma, 2023).

The rapid expansion of social media paved the way for individuals around the world to use it. Social media is no longer new to individuals around the world, thanks to the expansion of platforms such as Facebook, Twitter, Instagram, TikTok, and others. the world, thanks to the expansion of platforms such as Facebook, Twitter, Instagram, TikTok, and others. Data from the Ministry of Communication and Information shows this (Budi Dharma et al., 2022)

Social media has several advantages compared to previous media, namely media sharing activities, knowledge sharing media, media for expanding networks and communities and information dissemination media (Sulianta, 2014). By employing message attraction to get the audience's attention and sending messages and getting comments through social media, online activities can be carried out. In addition, social media has a much wider reach than any other type of communication and can disseminate information swiftly (Sulianta, 2014). (Kotler, 2009) goes on to say that social media is a way for customers to

communicate with one another, businesses, and vice versa by exchanging text, photos, audio, and video content. According to the findings of earlier research, twitter, Facebook, and Instagram are the social media platforms utilised.

Each social media has its own characteristics to carry out promotional activities products to consumers. Instagram is a photo sharing application that allows users to take photos, apply digital filters and share them to various social networking services, including to the Instagram owner himself (Puspitarini & Nuraeni, 2019). According to (Diamond, 2015), Instagram has supporting elements such as profiles, followers, hashtags, push notifications, can be connected to other social networks, location tags and others. Instagram has more than 100 million users in the world with various interests such as following trends, for socialization, to business promotion activities. doing business promotion activities. As in research (Jayanti, 2014) which explains that Instagram is used by business people to promote their business by sharing information through photos with captions as an explanation. information through photos with captions as explanations. The comment tool on Instagram is also used by business people to interact with their consumers in order to create trust in consumers. trust in consumers. In research (Andini N.P. et al., 2014).

Researchers chose Aunty Ann Cafe as a research site because it is one of the coffeshops that is developing for approximately 6 months in Medan city with a unique and attractive concept. Coffeshop that has been developing for approximately 6 months in Medan with a unique concept and attracts the attention of customers. Customer attention. In an effort to improve marketing, Aunty Ann Cafe has implemented AI Chatbot technology from GPT on their marketing services. This technology technology allows Aunty Ann Cafe to create organized and structured content content to achieve their marketing effectiveness. Researchers chose Aunty Ann Cafe as a research site because it is one example of a business that has adopted AI technology in its marketing.

With the existence of AI Chat GPT technology, it provides a good role that can simplify human work and can help provide useful advice for business. Human work and can help provide useful advice for doing business In the future. According to (Thilagavathy & Praveen Kumar, 2021), a global business advisory firm based on Artificial Intelligence, In the coming years, it's anticipated that AI and digital marketing will both grow by 12%. Given the paucity of current study in this area, this is astounding. There is a huge study gap on this subject, and anyone wishing to learn more about it will find that there are numerous information gaps. Find out more about this subject. There does not appear to be a single article that covers all the solutions brought about by artificial intelligence and its influence on digital marketing (Alkhay1. Alkhayyat AM, 2022). Instead, research on artificial intelligence and digital marketing marketing appears to be dispersed across several different publications. This research is important because more and more companies are using social media platforms, especially Instagram, as their marketing tool. However, not all companies can achieve optimal marketing effectiveness on Instagram due to several factors, such as lack of knowledge of user preferences and a lack of resources to produce engaging and effective content. In this study, the use of AI Chat GPT has proven its effectiveness in assisting companies in generating better content and improving user experience on the platform, especially on the Instagram platform. Therefore, this research is important to provide new insights and solutions for companies in maximize their marketing potential on social media and increase their competitiveness in an increasingly tight market. in an increasingly tight market. With the lack of research on the impact of AI Chat GPT on marketing, it is necessary to conduct research on the impact of using AI Chat GPT on marketing effectiveness. AI Chat GPT on marketing effectiveness, especially Instagram to find out the impact what happens when AI does work that is usually done by humans.

## 2. Literature Review

### 2.1. Effectiveness

Effectiveness, according to (Mardiasmo, 2017), is a gauge of whether a company succeeds or fails in achieving its objectives. attainment of an organization's goals in order for that organization to succeed. If a company achieves its objectives, it has operated successfully. indicators the variety of outcomes and impacts (outcomes) of program outputs in accomplishing program objectives are described by effectiveness indicators. program's (output) in achieving the program's goals. An organizational unit's work process is more effective the more the outputs contribute to the accomplishment of the stated goals or objectives. the efficiency of an organizational unit's work process.

According to (Beni, 2016), Effectiveness is the connection between production and objectives. can also be considered a gauge of the organization's policies, procedures, and output level. procedures used by the company. An activity is considered to be effective if it significantly affects the capacity to offer services. Effectiveness is also related to the level of success of an operation in the public sector. The ability to deliver community services that are defined targets is significantly impacted by activities. society, which has been set as the aim.

### 2.2. Social Media Analytics and Intelligence

The introduction of AI into technology, according to (Stalidis et al., 2015), has revolutionized the way information is processed. The way we think about how technology works has also advanced significantly. Social media has grown positively as a result of the AI integration. The company has actively used social media as a tool for marketing.

The statistics of social media marketing have improved with the addition of AI to social media. The integration has altered the marketing paradigm, moving it away from purely conventional tactics and toward advanced digitalization. Every user of the internet today has the ability to criticize. It becomes quite challenging to analyze consumer behavior and emotions with just an excel sheet. The current trend of emojis and hash tags makes it difficult to derive quantifiable evidence on actual favoritism and resistance. The data that the analysts acquire today would be practically meaningless without sophisticated analytics.

According to (Marinchak, Forrest, and Hoanca, 2018), next-generation AI uses both structured and unstructured data as a source of information. The analytics technique has been enhanced in accordance with the most recent marketing fad thanks to artificial intelligence. Analytics have benefited in subtle ways from the social media's incorporation of revolutionary AI.

- Transforms just insights into real data which helps the organisations to arrive at a better conclusion.
- Transformative AI also helps in analytics with judgement and concluding data as it almost thinks and works like a human.

### 2.3. Social Media and Business Transformation

According to (Kane, 2017), social media has changed every aspect and nook of society. The adoption of AI in technical fields has significantly changed the corporate world. Additionally, the methods used to run the entire business process have changed from being manual to digital. The industry that has been most severely impacted by the growth of social media is marketing. Marketing techniques and strategies have experienced a tremendous evolution. The usage of social media in enhancing marketing strategy has proven

to be beneficial. AI and technology are both continually changing. The depths of AI have been expanded in new ways by the development of virtual reality, augmented reality, and other applications for higher level intelligence. The aforementioned technicalities have resulted in improved marketing tactics for the firms. Corporate transformation has evolved to a new level thanks to social media. (Hamdan, 2022) asserts that social media may have a subtle effect on business.

- The social media helps to transform the presence of the business from local to global. Social media helps the business to reach to a greater mass.
- The organisation through social media marketing will be able to strengthen their brand image.
- The social media increases the proximity of the organisation with the customers. The increased proximity leads to enhanced customer satisfaction.
- Social Media proves to be more cost-effective strategy for the business organisations.

#### **2.4. Impact of AI on Flourishing Business**

In this section, we'll discuss how AI has the ability to empower social media marketers by assisting with content creation, maintaining a constant online presence, automating bidding, and improving audience targeting. Alexa, Bixby, or Siri are the most prevalent examples of AI in daily life. By its very nature, artificial intelligence is more complex. To filter material and provide more customer-friendly and revenue-generating data on the website, businesses hire social media professionals (Fiumara et al., 2018). This increases inbound traffic and leads on the page. It can help modern living styles as well as businesses succeed in the marketplace. According to (Haleem et al., 2022), Operational efficiency is increased by combining components like machine learning and big data measurement. The use of chatbots in the customer service department has allowed the enterprises to save time and money. It has enabled speedy resolution of the problems. Despite chatbots' drawbacks, there is a lot of room for customer service systems to develop along with technology. Another important effect of AI in marketing is the generation of leads, which will eventually translate into bankable salespeople. AI marketing systems process data more quickly and effectively than humans do. The company uses automation software to categorize the potential leads into customers with the help of an artificial intelligence (AI) system like Node. One of the well-known organizations that uses AI to help them turn leads into sales is LinkedIn.

#### **2.5. Potential of AI assisted Social Media Marketing**

In this section, we'll discuss how AI could benefit social media marketers by streamlining the creation of content, assuring a constant online presence, automating bidding, and improving audience targeting. Artificial intelligence (AI) has already made an impact on the marketing sector. AI is likely to exceed all other antiquated methods. AI has a decent probability of triumphing in a contest against anything put up against it. The company is strengthened and given more power by the AI-assisted social media marketing. The effective marketing strategy will increase the company's revenues. Sales growth is the primary goal of the marketing industry, and adopting AI will facilitate this (Fast & Horvitz, 2016). AI provides the business with a more contemporary answer as opposed to the antiquated conventional methods. Through the use of technologies like virtual reality, sound and face recognition, and alternative reality, AI dominates the competitive open market when it comes to leveraging the potential of social media marketing (Henderson et al., 2019). Due to the interactive customization of the products utilized in current marketing techniques, customers now have

a fantastic opportunity to have a truly unique experience. Social media marketing is unstoppable in its pursuit of success when combined with AI because both are based on rapidly advancing technology. The continual growth and development of social media and AI in their own intricate ways will lead to the best potential confluence.

## 2.6. Artificial Intelligence: The Present and Future of Social Media

The advent of artificial intelligence, which is currently the most in-demand technology, is one of the results of the recent decades' tremendous advancement in technology. It currently rules the globe, and humanity will be entirely dependent on it in the not-too-distant future. Artificial intelligence has opened up a large space in every industry, including retail, aviation, hospitality, and in-service sectors. It has had a significant impact on social media as well. Artificial intelligence was introduced to social media and has contributed to the expansion of company. Social media's purpose is to connect people all over the world. It is all about building new connections, exchanging information, and interacting with others while being socially present, which can have positive or negative effects on one another (Zeng et al., 2010).

## 3. Research Methods

The research method used in this research is a qualitative method by means of virtual ethnography according to Nasrullah, which is a way of collecting data in research conducted to see social and cultural phenomena in cyberspace (Rachmaniar et al., 2021). Virtual ethnography in this study was carried out by online observation, online interviews, capturing chatlogs, capturing screenshots, data collection in other contexts, historical and archival research, virtual artifacts and quantitative data, with a micro level of data analysis, namely focusing on media objects according to Nasrullah in (Hifziati, 2016).

In the virtual ethnography method, it is explained that the truth of data from the virtual world must be proven by looking at the identity of the individual who is the subject of the research which must be proven in real or real terms by looking into the virtual world to understand how informants assess the authenticity of the information submitted according to Hine in (Abidin & Rachma, 2018).

Data collection and data analysis in Virtual ethnography focuses or originates from real problems or phenomena that exist in cyberspace. To understand about cyber social reality, it is necessary to use a critical paradigm which is a new method in seeing reality in the virtual world. The critical paradigm is intended as part of virtual ethnography which is a critical ethnography based on a critical approach according to McLaren who says that a critical approach must have an acknowledgment from the interviewees that they are being researched, so that the researched participants have the first right to reality to interpret the function of social reality and to decide how issues will be organized and determined in (Abidin & Rachma, 2018).

This research aims to see and explain the new phenomenon of cyberspace in the use of AI Chat GPT in the marketing effectiveness of the Instagram application as a popular media with the object of active Instagram social media users. The user of active Instagram social media is Aunty Ann cafe, one of the coffeeshops in the city of Medan with a research focus on the impact of using AI Chat GPT. By looking at the phenomenon of using AI Chat GPT from the Instagram account of one of the coffeeshops in Medan, namely Aunty Ann Cafe with followers exceeding  $\leq 1000$  followers.

With the existence of businesses that use AI Chat GPT as a marketing tool, we will see the impact of using AI Chat GPT on marketing effectiveness, especially Instagram. Aunty ann cafe as a business actor in the food and beverage industry that has been running for 6 months

and has been using AI Chat GPT for marketing for the last 3 months, We can compare the first set of data from Instagram insights, which includes data from both Instagram posts and stories, to analyze and evaluate the performance and engagement of the content. Namely data that has not used AI Chat GPT in the first 3 months and the second data, namely data that has used AI Chat GPT in the last 3 months.

#### 4. Results and Discussion

In a business it is very necessary to have marketing to support the performance of the products we sell with this marketing we hope that the products we market get into the hands of our consumers. Marketing is a fairly effective sales strategy. Because as you know, technological developments and the rapid use of the internet have turned traditional markets into online markets (Aisyah et al., 2023). (Qalyubi, 2003) reveals that there are several elements of levels in product introduction to the audience such as Attention or attention, Interest or interest, Desire or desire, and Action or Action. (Kotler and Keller, 2015) reveal that the AIDA theory is a message that must get attention, become interested and take action. This AIDA concept is a promotional tool that can attract attention, encourage interest, arouse desire and produce action. According to (Keller, 2007) AIDA consists of:

- 1) Attention  
In promoting products or services, advertisements must attract the attention of their target audience, whether readers, listeners or viewers.
- 2) Interest  
After the attention of the target, then the service or product provider must think about how make the target more interested and feel curious about further promotions that attract attention. For this reason, the target needs to be stimulated to be more interested and follow the messages conveyed by using words that invite people to know more.
- 3) Desire  
If the target already has an interest in wanting the promoted product or service, then the promotion is successful in attracting the target to use these products and services. The target's desire to own, use, enjoy or do something must be aroused with certain sentences.
- 4) Action  
At this point, the service or product provider must be able to persuade consumers to decide as soon as possible to take action to use the promoted product or service. In this case, it is necessary to choose the right command words so that the promotion is seen and heard by the target. Thus the target will not hesitate in making a decision to use the product or service offered.

##### 4.1. Instagram Social Media

Since marketing strategy is crucial to achieving corporate success, the marketing industry is crucial to putting business plans into action. If businesses wish to sustain and boost sales of the goods or services they create, they can do this. By putting into practice a precise marketing plan and taking advantage of sales-boosting chances, the company's position in the market can be enhanced or maintained (Nasution, 2022). Promotional media is a way that business people convey, disseminate, and offer the products or services they sell so that potential customers are interested in buying. Meanwhile, promotion can be interpreted as a form of marketing communication, which means all activities that try to disseminate information that can influence or persuade consumers to buy the products offered so as to increase marketing

and make buyers loyal to the products they buy (Nabilah et al., 2021).

Social media is a medium for social interaction between one user and another. According to Van Dijk (2013) in (Reinhart Abedneju Sondakh et al., 2019) reveals that social media is a platform that focuses on the existence of its users and facilitates users in interacting with other users. Social media is used as online media that can strengthen user relationships in an online-based social bond.

Instagram is one of the social media and digital marketing tools that can be used by business people to support their marketing performance, as in research (Hidayat & Suhairi, 2022) digital marketing has a significant effect on buying interest. And until now the Instagram application is widely used by the world community, including in Indonesia. Instagram is a social media that can be utilized as a direct marketing medium. Where Instagram facilitates its users to upload photos and videos. Nisrina (2015) in (Wicaksono, 2017) reveals that Instagram as an application used to share photos makes many users plunge into online business by promoting their products via Instagram with the increasing popularity of Instagram social media among the public. Thus Instagram can also be used as a promotional medium for the food and beverage industry. The availability of supporting features in the Instagram application makes it easier for someone to promote products / services.

#### 4.2. Use of AI Chat GPT by Business Actors

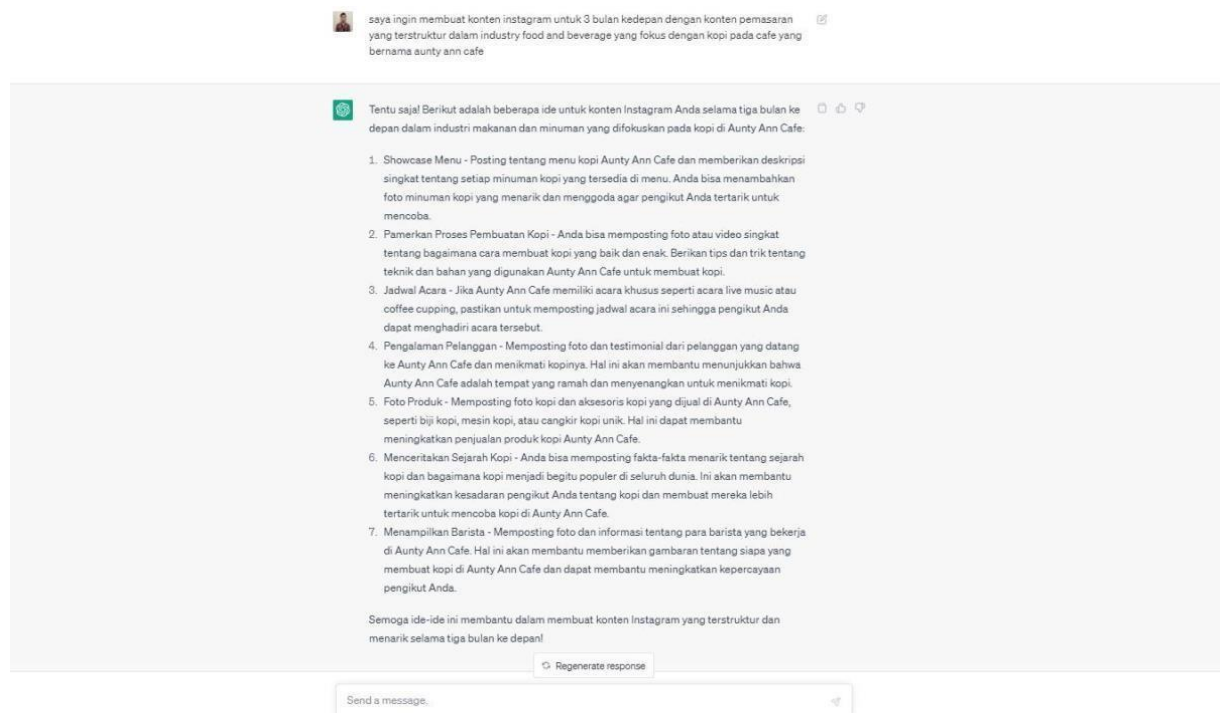


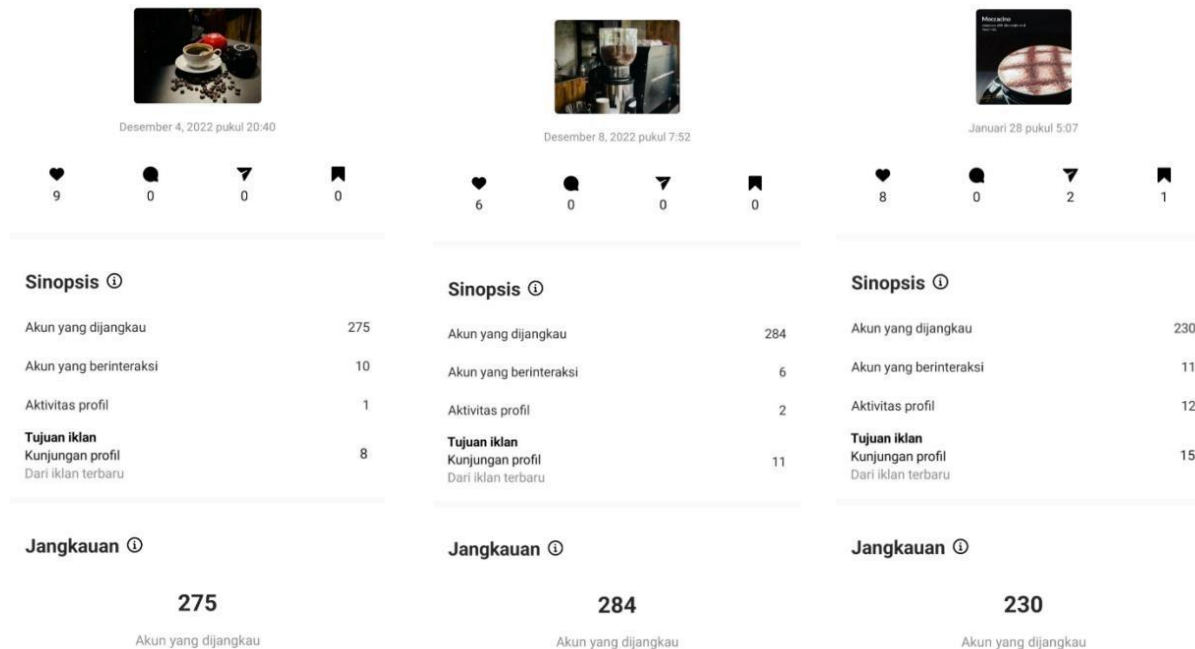
Figure 1. Example of AI Chat GPT Usage

In Figure 1 we can see how businesses use AI Chat GPT to get more structured information for the content they will create on Instagram in order to get a good response for consumers and want to know the impact of using AI Chat GPT. Bots employed in marketing tactics might be helpful in social media activities by recommending certain material or approaches to interpreting and comprehending reality. They can intensify the customer experience and emotions desired by the company/brand while influencing their purchasing decisions and market behavior through their personality, which is generally understood as their conversational style, behavioral style, form and range of using universal phrases and



speech, etc. (Kaczorowska-Spychalska, 2019).

### 4.3. Instagram Post Impressions Feature



**Figure 2.** 3 Posts made by businesses in the first 3 months that have not yet used AI Chat GPT

Instagram provides information on post impressions as well. The total number of impressions indicates how many times a post has been viewed (Instagram, 2023). Impressions from user profiles, hashtags, home feeds, and other sources like explore sites can be further divided into them. When examined collectively, these observations can offer insightful data that can help determine the effectiveness of user submissions and guide content strategy decisions. As demonstrated in (Muryono et al., 2022) by understanding these insights, researchers and practitioners can tailor their material to grow reach and engagement. By looking at the impressions of posts on the Instagram feature, we can assess the performance of the content we create both from how many people are reached, how many people like, share, save posts, and visit our product Instagram profile.

We can see the effectiveness of marketing by measuring it using the AIDA concept on Instagram post impressions. Some ways to apply the AIDA method in measuring Instagram marketing effectiveness:

1) Attention

At this stage, the user's attention should be focused on the ad created by the company. The role of Chat GPT on attention is that Chat GPT can be used to produce interesting advertising messages and creative. With its extensive language capabilities, Chat GPT can assist in crafting sentences and paragraphs that captivate and provoke the audience's interest. and paragraphs that captivate and provoke audience interest. For example, Chat GPT can assist in formulating ad headlines that grab attention and invite the audience to read further. In this research, Chat GPT is used to create content and also caption on content on Instagram. Measure user attention by looking at the number of people who see the ad or the number of ad impressions. Measure user attention by looking at the

- number of people who see the ad or the number of ad impressions.
- 2) Interest  
At this stage, users should feel interested in the product advertisement and want to find out more. The role of Chat GPT towards interest is that Chat GPT can provide product recommendations that are based on the user's interests and preferences. By utilizing the attention mechanism, Chat GPT can understand user requests and suggest appropriate products. This can help increase user interest in the product and drive purchasing decisions. Measure user interest by looking at the number of people who like the ad, who save the ad, or who send the ad to others.
  - 3) Desire  
At this stage, the user should feel like owning the product or service being offered. GPT Chat can help in presenting special offers and incentives to users. Through interaction with users, Chat GPT can identify opportunities to provide exclusive offers, discounts, or gifts that can increase their desire to take action to make a purchase. Measure user desire by looking at the number of people who visit the Instagram profile or see the details of the product or service offered.
  - 4) Action  
At this stage, the user must perform a certain action, such as buying a product or service, or visiting a cafe. GPT Chat can provide recommendations of products or services that match with the user's preferences and needs. By utilizing information gathered through previous interactions, Chat GPT can prepare a list of relevant products and assist the user in selecting the right product for the customer. Measure user action by looking at the number of people who make a purchase or visit a cafe after seeing a product ads.

#### 4.4. Instagram Posts Viewed With The AIDA Concept

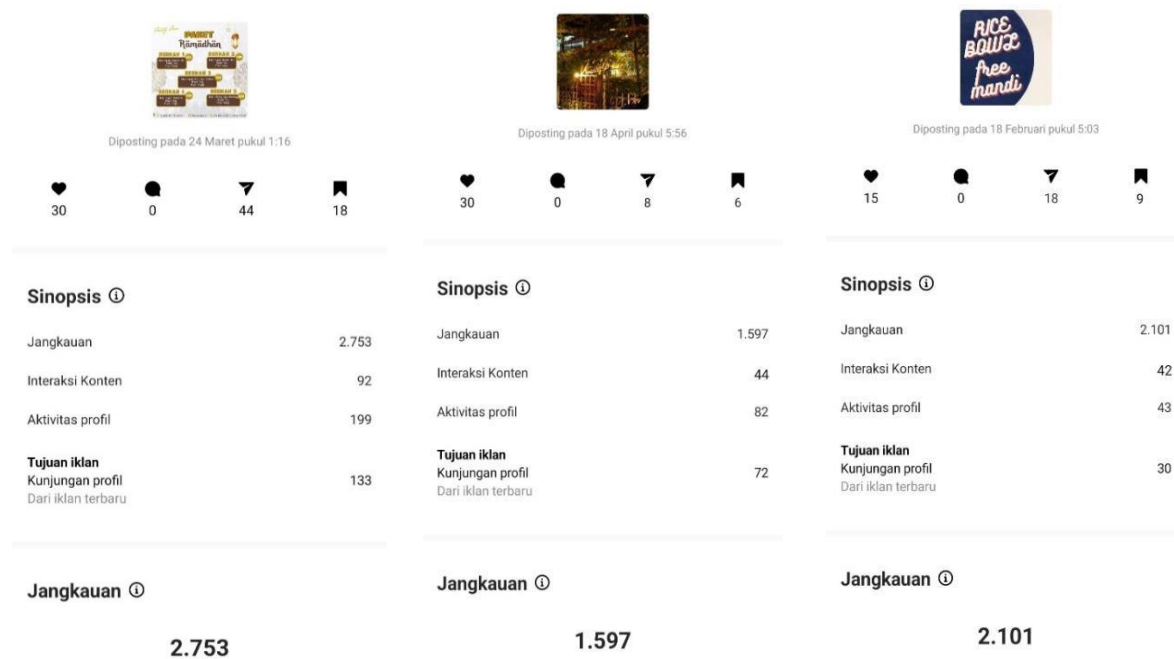


Figure 3. 3 Posts made by businesses in the last 3 months that have used AI Chat GPT

#### 4.5. Attention

Kotler (2009: 180) generating customer attention entails the ability of a message to draw attention regardless of the form or medium through which it is communicated. Targeted potential buyers or consumers are given general or targeted attention. This can be communicated via bold, clear language and imagery as well as phrases that are intriguing or memorable and have their own traits. By counting the number of people who saw the advertisement or the number of ad impressions, we may gauge user attention.

**Table 1.** Number of Users Who Viewed Marketing Posts

Figure	Reach	Reach	Reach
Figure 2	275 Account	284 Account	230 Account
Figure 3	2.753 Account	1.597 Account	2.101 Account

We can notice in table 1 that the Instagram post in image 3 shows very satisfactory results when compared to image 2. very satisfying when compared to the image 2 post, this shows that the marketing content carried out by AI Chat Gpt can be seen by Instagram users to marketing content carried out by AI Chat Gpt can be seen by Instagram users up to touching thousands of accounts. With these results chat GPT can understand the desire of the sellers to create content to reach the right people, especially coffee enthusiasts. In accordance with what the company wants that a high level of attention can make the brand of the business actor recognized by the audience. brand from business actors can be recognized by the general public who get marketing posts from the business actor.

#### 4.6. Interest

When a message piques someone's interest, it causes them to become more curious, want to observe, and pay more attention to what they hear and see. This occurs as a result of the interest that draws customers' attention to the advertised message. The amount of people who like, save, or share an advertisement is a good indicator of user interest. This activity can be seen from the number of Content interactions in both figures, namely figure 2 and figure 3.

**Table 2.** Number of Instagram User Activities Based on Interest

Figure	Content Interaction	Content Interaction	Content Interaction
Figure 2	10 Account	6 Account	11 Account
Figure 3	92 Account	44 Account	42 Account

In table 2, we can note that users who have a great sense of interest in marketing content are in figure 3, users can be seen from those who like content, save content and send marketing content to other Instagram users. This shows that AI Chat GPT can increase effectiveness in terms of interest with the content provided by AI Chat GPT so that Instagram users have curiosity and are curious about the content created.

#### 4.7. Desire

Thinking about the motivations and reasons why people purchase products comes from this desire. There are two types of purchasing motivations: rational motivations and emotional motivations. Here, consumers' advantages and drawbacks are taken into account by rational

motivations, whereas emotional motivations result from feelings related to product purchases. By counting the number of people who visit Instagram accounts or view the specifics of the goods or services being offered, you may gauge user desire.

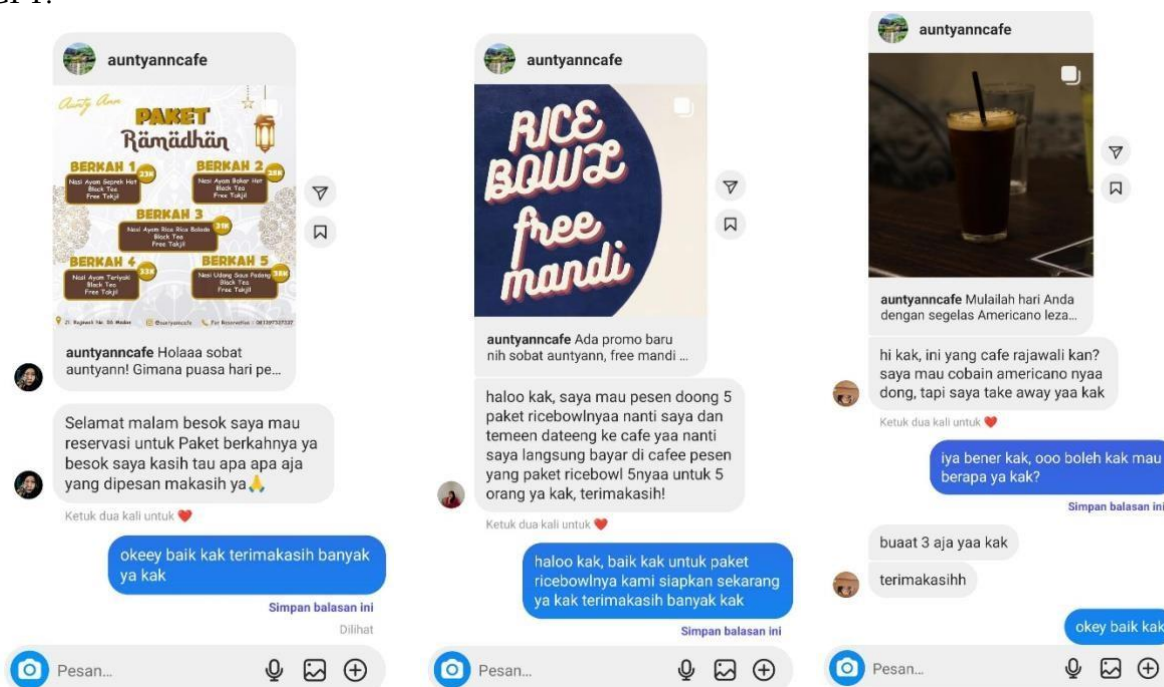
**Table 3.** Number of Users Who Visited the Instagram Profiles of Business Owners

Figure	Visit Profile	Visit Profile	Visit Profile
Figure 2	8 Account	11 Account	15 Account
Figure 3	133 Account	72 Account	30 Account

From the results in table 3, the results are quite significant in figure 3, at this stage the users have only to do 1 more step to take action. With users visiting the business actor's Instagram account profile from one marketing content, users can see other content on the business actor's Instagram profile, and this is very beneficial for business actors. With these results, the marketing content of AI Chat GPT is very effective in increasing the desire of users to visit the profiles of business actors.

#### 4.8. Action

Customers take action because they have a strong desire to purchase the provided product, Measuring user action by looking at the number of people who make purchases or visit the cafe after seeing product advertisements. This can be shown by the results of capturing chatlogs of customers who take Action (action) from marketing content created by AI Chat GPT.



**Figure 4.** Capturing Chatlogs of Users Who Took Action on Marketing Content Using AI Chat GPT.

Direct Message on Instagram is an Instagram feature that can enable communication between two people or a group of people which can enable the exchange of information according to Darling-Hammond in (Newton & Williams, 2022). with the direct message feature we can find

out the contents of the existing chat when customers want to interact with us and we can also provide replies to customers so that the relationship between sellers and buyers is maintained and established.

In capturing chatlogs carried out in Aunty Ann Cafe's direct message which can be seen in Figure 4, every post that uses AI Chat GPT in its marketing content has several users who take action to directly buy products made in the marketing content. This shows that the marketing content provided by AI Chat GPT plays an active role in marketing effectiveness which can be seen from the AIDA concept as described above.

## 5. Conclusion

From the results of the journals that researchers have researched, it can be concluded that the use of AI Chat GPT in the Instagram marketing strategy can provide benefits for businesses in obtaining information. Instagram marketing strategy can provide benefits for businesses in getting structured information and more effective content advice, as well as improving the experience and emotions of consumers. structured information and more effective content suggestions, as well as enhancing consumer experiences and emotions that are desired by the company. Chat GPT can find out what kind of content is good and right on target according to the wishes of the seller who uses Chat GPT. targeted according to the wishes of the sellers who use Chat GPT. Instagram also provides insights into post impressions that can help businesses understand how their posts are performing and make decisions about content strategy. The AIDA method (Attention, Interest, Desire, Action) method can be used to measure the effectiveness of Instagram marketing by observing the number of people who see the ad, like the ad, like the post, or like the post. people who see an ad, like an ad, visit a profile, or take a specific action after seeing an ads.

From the results of the table above, it can be concluded with the AIDA concept that Chat GPT is very influential in the attention section, which can be seen in the attention section. influential in the attention section which can be seen from the data that shows thousands of accounts, with these results we can make sure that Chat GPT is very influential in the attention section. these results we can be sure that Chat GPT can accurately target finding consumers who match the content requested by the advertiser. that match the content requested by the seller, with the right and interesting content can increase the number of views and attention from consumers who see these ads which can increase sales from businesses.

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