

DIGITAL MARKETING STRATEGIES FOR GENERATION Z: AN AIDA-BASED CASE STUDY OF CHATIME INDONESIA

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ABSTRACT

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The advancement of digital technology has significantly transformed the marketing landscape, prompting brands to develop communication strategies that are more interactive, personalized, and aligned with the characteristics of today's consumers, particularly Generation Z. However, limited research has examined how digital marketing communication strategies are operationalized through the AIDA model in the context of Indonesian beverage brands using a qualitative approach. The objective of this paper is to analyze the digital marketing communication strategies employed by Chatime Indonesia in engaging Generation Z using the AIDA framework. An integrative analysis of Chatime Indonesia's digital content across Instagram, TikTok, and its mobile application is presented, with a focus on how each stage of AIDA is implemented. A qualitative case study design was adopted using purposive sampling. Data were collected through a literature review and documentation of Chatime Indonesia's digital content from January to July 2025. A total of 33 digital content units were selected based on engagement indicators and relevance to promotional and branding activities. The data were analyzed using a deductive thematic coding approach based on the AIDA framework. The findings indicate that Chatime Indonesia effectively implements an inbound marketing strategy through visually engaging content, relatable storytelling, personalization, and gamified application features. The analysis shows that these strategies not only capture attention but also foster emotional engagement, stimulate desire, and encourage consumer action. However, the reliance on humor and promotional incentives may reduce message depth and shift consumer orientation toward short-term engagement. This study contributes to the literature by highlighting the dynamic application of AIDA in digital contexts and offers practical insights for brands targeting Generation Z.

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1. Introduction

The rapid development of digital technology, particularly the internet, has significantly transformed the modern business landscape. Businesses are now able to implement promotional strategies and customer service more efficiently through various digital platforms, enabling real-time engagement and broader market reach (Maharani & Fasa, 2025). In this context, digital marketing has emerged as a crucial instrument that emphasizes interactive, personalized, and data-driven communication, marking a shift from traditional one-way marketing toward more relationship-oriented approaches (Dašić et al., 2023; Mosa, 2022). Social media platforms such as Instagram and TikTok play an essential role in facilitating these interactions, particularly in attracting and retaining younger audiences.

Among these audiences, Generation Z (Gen Z) represents one of the most significant and influential consumer segments in the digital era. As digital natives, Gen Z demonstrates high levels of engagement with online content and digital platforms, which strongly influence their consumption patterns. Compared to previous generations, Gen Z consumers tend to prefer visually engaging, authentic, and interactive content, while showing resistance toward overly aggressive or intrusive marketing strategies (Dewalaska-Opitek & Witczak, 2023; Fromm & Read, 2018). In addition, they are known for being selective and analytical in their purchasing decisions, often relying on online reviews, peer recommendations, and digital experiences before making a transaction.

Furthermore, while prior research has highlighted the importance of customer experience and value alignment in shaping Gen Z loyalty, limited studies have explored how these elements are translated into practical digital marketing strategies implemented by specific brands. Despite the growing body of literature on digital marketing, Gen Z consumer behavior, and social media promotion, there remains a lack of research examining how beverage brands in Indonesia operationalize digital marketing communication through the AIDA framework, particularly using a qualitative case study approach. This gap is especially evident in studies that integrate cross-platform digital content, such as Instagram, TikTok, and mobile applications within a single analytical framework. Therefore, this study offers novelty by providing an integrative analysis of Chatime Indonesia's digital content across multiple platforms, with a particular focus on how each stage of the AIDA model is operationalized to effectively engage Gen Z consumers.

To illustrate the practical application of these strategies, this study adopts Chatime Indonesia as a case study. Chatime is a contemporary beverage brand that actively utilizes digital platforms such as Instagram, TikTok, Twitter, and mobile applications to reach teenage consumers, particularly Gen Z (Palupi & Anastasia, 2020). Through creative content, including visual promotions, social campaigns, and gamified loyalty programs within its application, Chatime represents an interesting example of digital marketing practices.

Given the relevance of Chatime's digital engagement practices in addressing the preferences and behaviors of Gen Z, it becomes important to formulate clear research questions that guide the focus of this study. Based on this background, this study aims to (1) identify the forms of digital marketing communication strategies employed by Chatime

Indonesia in targeting Gen Z consumers, (2) analyze the alignment between these strategies and Gen Z's digital behavior and preferences, and (3) examine how these strategies influence consumer responses and purchasing decisions using the AIDA framework.

These research questions provide the basis for defining the objectives and expected contributions of the study. Based on the background and research urgency outlined above, this study aims to provide a deeper understanding of how digital marketing communication strategies can be effectively tailored to the characteristics of Gen Z consumers. Ultimately, the findings of this study are expected to contribute theoretically to the advancement of digital marketing communication research while also providing practical insights for businesses seeking to develop more effective, personalized, and relevant marketing strategies for the contemporary digital generation.

2. Method

This study employs a qualitative descriptive case study approach to analyze Chatime Indonesia's digital marketing communication strategies in engaging Generation Z, using the AIDA (Attention, Interest, Desire, Action) model as the primary analytical framework. The focus of the study is on Chatime Indonesia's official digital platforms, namely Instagram, TikTok, and its mobile application, during the period of January to July 2025. The primary data consist of digital content in the form of posts, videos, and application features obtained from these platforms. A purposive sampling technique was applied to ensure the relevance and richness of the data. The selection criteria include content related to promotional activities, branding communication, and audience engagement, as well as content that demonstrates relatively high engagement indicators such as likes, comments, shares, or views. In addition, the selected data represent various content formats, including short-form videos, reels, flyer-based visual content, and interactive in-app features.

Based on these criteria, a total of 33 digital content units were selected and analyzed to represent variation across platforms and communication styles. Secondary data from relevant literature were also utilized to support the theoretical framework and strengthen the analysis. Data analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data display, and conclusion drawing and verification (Siswanto & Suyanto, 2019). During the analysis process, each content unit was systematically reviewed and categorized using a deductive thematic coding approach based on the AIDA framework. In this approach, the coding categories were predetermined according to the four stages of AIDA (Attention, Interest, Desire, Action), allowing the analysis to be guided by an established theoretical structure.

The coding process aimed to identify how each content element reflects specific stages of AIDA and to examine patterns of communication strategies across platforms. The AIDA framework was operationalized through observable indicators, where attention is reflected in visual attractiveness and initial content hooks; interest in relatable storytelling, humor, and emotional narratives; desire in elements that stimulate consumer intention such as personalization, promotions, and social value; and action in explicit or implicit calls-to-action, including app engagement, reward redemption, or purchase encouragement. Each content unit

was systematically mapped into these categories using a deductive analytical approach to understand how the stages are constructed and interconnected within Chatime Indonesia's digital marketing communication strategy.

Given the qualitative nature of this study, the population and sample were not defined statistically, as the focus was placed on depth of analysis rather than generalization. Data were collected through a literature review to establish the theoretical framework (Sugiyono, 2016) and documentation of publicly accessible digital content from Chatime Indonesia's official platforms. All data used in this study were obtained from publicly available sources, and no personal user information was collected during the data gathering process. The use of digital platforms was conducted solely for academic purposes and in accordance with ethical research standards.

3. Results and Discussion

Based on observations and documentation of Chatime Indonesia's content across various digital platforms, it was found that the company's communication strategy is strongly focused on a two-way communication approach grounded in visual, interactive, and emotional content. Chatime Indonesia utilizes three primary channels. Instagram, TikTok, and the Chatime Indonesia digital application to reach Generation Z, a demographic group widely recognized as digital natives characterized by high connectivity, visual orientation, and a strong preference for personalization and entertainment in consumption activities (Dewalzk-Opitek & Witczak, 2023).

Chatime Indonesia's strategy reflects an inbound marketing approach, which seeks to attract consumer attention through engaging and enjoyable content rather than overwhelming audiences with explicit promotional messages. Inbound marketing introduces marketing tactics that contrast with conventional promotional strategies, emphasizing internet-based activities that integrate digital marketing elements to efficiently draw target audiences into the brand's marketing ecosystem (Mosa, 2022).

The content presented is dominated by humorous storytelling, social campaigns, visually driven promotions, digital challenges such as #PrintOnYourDrink, and interactive application features including Happy Rewards and Joyful Time. These findings align with Mosa's argument that emotional, meaningful, and relevant content possesses greater appeal for younger generations (Mosa, 2022). To further examine the relevance of these strategies to the characteristics of Gen Z, this study presents a table below illustrating the relationship between Gen Z characteristics, Chatime Indonesia's communication strategies, and their impact on consumer responses.

Table 1. Chatime Indonesia's Digital Marketing Communication Strategies in Reaching Generation Z Consumers

NO.	THEORY OF GEN Z CHARACTERISTICS	STRATEGIES AND CONTENT OF CHATIME INDONESIA	ANALYSIS AND IMPACT

1. Prefers visual forms of communication such as symbols, videos, GIFs, emojis, and content that is engaging, concise, and emotionally driven.	<ol style="list-style-type: none"> 1. Short-form Reels and TikTok content featuring comedic storytelling (e.g., “Bayar lewat QRIS”, “99 Problems, 1 Solution”). 2. Consistent visual design utilizing the brand’s signature purple color. 3. Use of ASMR formats, emojis, and animated elements. 	This visual strategy effectively captures Generation Z’s initial attention (Attention) and fosters a light, relatable emotional connection aligned with their digital communication style.
2. Tends to avoid conventional advertising strategies perceived as overly aggressive or disruptive.	<ol style="list-style-type: none"> 1. Adoption of an inbound marketing approach, in which promotional content is presented as entertainment, narratives, or trending content. 2. Absence of direct hard-selling; promotional messages are subtly embedded within storytelling or humorous videos. 	The strategy avoids Generation Z’s resistance to explicit advertising by building relationships subtly and voluntarily through entertaining content.
3. Places greater trust in personal and authentic messages, such as word-of-mouth communication and user-generated content (UGC).	<ol style="list-style-type: none"> 1. #PrintOnYourDrink campaign and cup design competition content. 2. Encouragement of consumer reviews and social media posts. 3. Reposting and amplification of user-generated content (UGC). 	Enhances trust and engagement, as Generation Z perceives the brand interaction as personal and participatory.
4. Prefers brands that are meaningful, consistent, and demonstrate clear social values.	<ol style="list-style-type: none"> 1. Corporate Social Responsibility (CSR) campaigns, such as #AgentofJoy and Chatime Berbagi. 2. Consistency in visual tone and messaging across platforms. 3. Sustained positive branding maintained since the brand’s early presence. 	Shapes a consistent and value-driven brand image, contributing to long-term loyalty and positive brand perception.
5. Conducts pre-purchase research by comparing prices, reading reviews, and evaluating product quality.	<ol style="list-style-type: none"> 1. Provision of promotional information through Instagram and the mobile application. 2. Emphasis on product benefits and pricing packages, including Buy 1 Get 1 (B1G1), bundling offers, and payday promotions. 3. Presentation of menu content and consumer testimonials. 	Supports Generation Z’s rational decision-making process by providing clear and relevant information.
6. Values customer experience and seeks enjoyable and meaningful consumption experiences.	<ol style="list-style-type: none"> 1. Joyful Time feature within the mobile application, allowing users to play games and redeem points. 2. Social interaction through Reels, TikTok challenges, and comment engagement. 3. Personalized cup design content and reward-based interactions. 	Delivers a fun and participatory shopping experience that aligns with Generation Z’s expectations.

7. Expects added value from transactions, including discounts, points, coupons, and rewards.	<ol style="list-style-type: none"> 1. Happy Rewards loyalty program, enabling users to redeem KOIN points for rewards. 2. In-app promotional vouchers. 3. Seasonal promotions, including Buy 1 Get 1 offers, payday promotions, and product bundling. 	Addresses Generation Z's need for economic value and recognition through rewards and incentives associated with purchases.
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Furthermore, this study adopts the AIDA model (Attention, Interest, Desire, Action) as the primary analytical framework to evaluate the effectiveness of Chatime Indonesia's communication strategies in engaging Generation Z. This model explains the psychological stages consumers experience, from initial exposure to marketing messages to the final purchasing decision (Kotler et al., 2019).

A. Attention

Chatime Indonesia employs an inbound marketing approach, in which the primary marketing elements emphasized are engaging and attractive content. Inbound marketing focuses on how brands optimally utilize content to capture the attention of their target audiences. Chatime Indonesia successfully attracts the attention of Generation Z through strong, distinctive, and emotionally engaging visual content. Generation Z shows a greater preference for concise, emotionally driven visual communication rather than lengthy verbal narratives (Fromm & Read, 2018).

Chatime's distinctive purple visual branding, combined with humorous storytelling such as content themed around "QRIS payment" and the strategic use of Instagram Reels and TikTok featuring fast-paced, humorous, and relatable styles, effectively creates initial attraction toward the brand. Furthermore, the consistent and striking use of the color purple functions as a strong visual identity. Branding theory suggests that color consistency enhances brand recall (Kotler et al., 2019; Safitri & Sriyanto, 2025). From the perspective of Gen Z, aesthetic and easily recognizable visuals are crucial for rapidly capturing attention amid the saturation of digital content (Gosal, 2024; Sani, 2025). Visually striking colors displayed in Instagram feeds or TikTok thumbnails also increase the likelihood that content will be clicked on or remembered.



Figure 1. Visual Content of Chatime Indonesia



Figure 2. Instagram and Tiktok Content: Bayar Pake QRIS

Thus, the utilization of the aforementioned content aligns with the characteristics of Gen Z, who prefer communication that emphasizes engaging visual elements, including symbols, videos, GIFs, emojis, and content that is attractive, high-quality, and entertaining (Fromm & Read, 2018). Compared to other generations, Gen Z tends to be more conceptual, uses fewer words, and communicates in a more synthetic and visually driven manner, making inbound marketing a particularly appropriate approach for engaging this segment. Moreover, Gen Z strongly dislikes marketing tactics that overwhelm them with excessive and coercive promotional messages, which are often perceived as intrusive or forced (Prasanna & Priyanka, 2024; Maslahatun et al., 2025). By prioritizing visually driven content and topics that effectively capture Gen Z's attention, consumers are more likely to voluntarily engage with and visit Chatime Indonesia's digital platform profiles without feeling pressured or manipulated.

At the Attention stage, Chatime Indonesia effectively utilizes strong visual branding, particularly its consistent use of the purple color and short-form video formats such as Instagram Reels and TikTok. Content such as "Bayar lewat QRIS" demonstrates the use of humor and fast-paced editing to capture immediate attention. Empirically, this type of content tends to generate higher visibility, as indicated by relatively higher views and likes compared to static promotional posts. However, while visually dominant content is effective in attracting initial attention, it also presents a limitation. The reliance on repetitive visual styles and

humor-based formats may reduce content novelty over time, potentially leading to audience fatigue, especially among Gen Z users who are highly exposed to diverse and rapidly changing digital content.

B. Interest

Consumer interest is cultivated through content that is familiar, humorous, and easily understood. Content such as “Types of Sweet Talkers” (“Tipe-Tipe Omongan Buaya”) and “Sore Shoulders from Buying Too Much Coffee Milk Tea” (“Pundak Pegel-Pegel”) illustrates Chatime Indonesia’s ability to highlight everyday themes that are highly relatable to Gen Z, while subtly embedding the product as part of an emotional solution. One notable example is the “Types of Sweet Talkers” content, which explores youth relationship dynamics through playful comedic flirtation. The dialogue concludes with the line, “*Don’t cry, your sweetness will fade... here’s something to keep that sweetness from fading,*” while offering a Chatime beverage. This content is not only humorous but also organically integrates the brand as a symbol of care and emotional reassurance, rather than presenting it as an explicit promotional message.



Figure 3. Instagram and Tiktok Content: Tipe-Tipe Omongan Buaya

A similar strategy is evident in the content “Sore Shoulders from Buying Too Much Coffee Milk Tea Series” (“Pundak Pegel-Pegel”) which visualizes young consumers’ purchasing habits through dramatic and exaggerated imagery. By portraying a character carrying an excessive number of Chatime purchases on their shoulders, the video evokes interest by reflecting experiences that feel familiar and relatable to the audience.



Figure 4. Instagram and Tiktok Content: Pundak Pegel-Pegel

This approach aligns with research indicating that Gen Z shows strong interest in content that reflects their social realities, including relationship dynamics, youth-oriented language styles, and everyday emotional experiences (Putra et al., 2025). By embedding products within light, relevant narratives, Chatime Indonesia seeks to build emotional attachment and create a sense of personal closeness that authentically mirrors the audience's experiences and identity.

At the Interest stage, Chatime Indonesia extends this strategy through the use of relatable storytelling and everyday narratives, such as “Tipe-Tipe Omongan Buaya” and “Pundak Pegel-Pegel,” which resonate strongly with youth culture and social experiences. These narratives contribute to emotional engagement and encourage audience interaction, often reflected in comment sections where users respond with humor or share personal experiences. This indicates that storytelling functions not only as a communication tool but also as a mechanism for building participatory engagement. However, the analysis also reveals certain limitations. Not all content consistently sustains audience interest, as some posts rely heavily on humor without establishing a clear narrative connection to the product. This may weaken message clarity and reduce the effectiveness of communication in fostering deeper engagement beyond entertainment value.

C. Desire

The Desire stage is managed by Chatime Indonesia through strategies of personalization and the integration of social values within its brand communication. One effective form of personalization is implemented through the #PrintOnYourDrink feature, which allows consumers to print selected images or words on their beverages and subsequently share them on digital platforms. This strategy not only strengthens the visual dimension of marketing but also fosters emotional interaction and active participation, elements that are highly valued by Gen Z. This finding aligns with Weise's perspective, which suggests that Gen Z does not merely consume content but seeks to become an integral part of the narratives constructed by brands (Weise, 2020).

This feature reflects the principles of participatory marketing, positioning consumers as co-creators of the brand experience rather than passive recipients. Within the AIDA framework, such a strategy plays a significant role in shaping the Desire stage, as it stimulates a strong intention to own products that are not only functional but also representative of personal identity. Through #PrintOnYourDrink, Chatime Indonesia transforms its beverage products into a medium of self-expression, aligning with Gen Z values that emphasize uniqueness, creativity, and direct involvement (Putra et al., 2025).

Furthermore, Gen Z demonstrates a strong preference for content perceived as authentic and derived from real consumer experiences, rather than purely promotional brand messages (Fromm & Read, 2018; Talker Research, 2024). By actively involving consumers in the marketing process such as encouraging them to create personalized designs and share their experiences on digital platforms Chatime Indonesia succeeds in establishing a deeper emotional bond between the brand and its consumers. Trust in peer-generated recommendations is believed to exert a stronger influence on purchase decisions than conventional advertising messages (Chen & Yuan, 2020). By positioning customers as part of the brand narrative, Chatime Indonesia not only facilitates co-creation and enhances engagement but also leverages word-of-mouth mechanisms, which are considered more effective in strengthening purchase intention among Gen Z consumers (Haroon et al., 2025).



Figure 5. #PrintOnYourDrink



Figure 6. Buy 1 Get 1 Strategies

Chatime Indonesia employs seasonal promotional strategies, such as Buy 1 Get 1 offers and Payday Deals, to further strengthen consumer desire. These promotions not only provide economic value but also create a sense of purchase urgency (Raiqal & Mukaram, 2025), particularly among Gen Z consumers, who tend to prioritize efficiency and value optimization in every transaction. This approach is consistent with the dominant characteristics of Gen Z, who expect additional benefits from their spending, such as discounts, coupons, or reward points (Fromm & Read, 2018).

Meanwhile, campaigns such as #AgentofJoy and #BawaTumblerKamu link consumption with social values and environmental awareness. This strategy aligns with the preferences of Gen Z consumers, who are more inclined toward brands that demonstrate commitment to social responsibility, environmental issues, and sustainability principles (Salam & Ar, 2024). Consequently, the decision to purchase Chatime products extends beyond sensory satisfaction to become a form of participation in a broader social movement. Chatime Indonesia's approach is further validated by the study of Tungka et al., which found that trendy social-content campaigns exert a significant influence on Gen Z's purchase intention (Tungka et al., 2020).

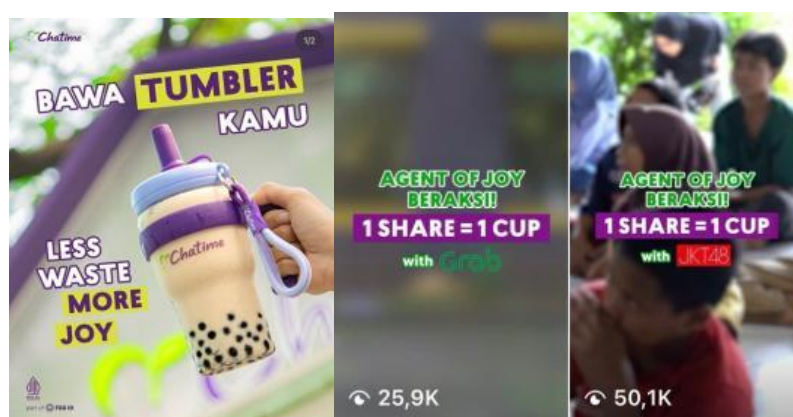


Figure 7. Social Campaign #AgentofJoy and #BawaTumblerKamu

At the Desire stage, strategies such as #PrintOnYourDrink and promotional campaigns (e.g., Buy 1 Get 1 and Payday Deals) demonstrate the brand's ability to stimulate consumer intention through both personalization and economic incentives. The #PrintOnYourDrink feature creates emotional value by allowing consumers to express their identity through the product, while promotional campaigns enhance perceived value through economic benefits. This combination effectively encourages user participation and shareability, aligning with Gen Z's preference for interactive, expressive, and value-driven consumption experiences.

These findings can be further understood through the perspective of consumer segmentation and dynamic pricing strategies. Previous research suggests that firms can enhance profitability by differentiating between loyal consumers and price-sensitive consumers through intertemporal pricing strategies (Gonen et al., 2024). In this context, promotional campaigns such as Buy 1 Get 1 can be interpreted as efforts to attract deal-prone consumers, while personalization and experiential elements help maintain appeal among consumers who are more oriented toward emotional value. Thus, the formation of desire is

driven not only by affective engagement but also by utilitarian considerations related to perceived value and economic benefit.

However, the analysis indicates that the formation of desire is not solely driven by emotional attachment, but is also significantly influenced by utilitarian factors, particularly pricing and promotions. This finding is consistent with prior research suggesting that in competitive markets, repeated exposure to promotional strategies may gradually shift consumers from loyalty-driven preferences toward greater price sensitivity (Gonen et al., 2024). In such conditions, consumer desire may become more transactional and short-term in nature, rather than being rooted in long-term brand attachment.

Moreover, frequent promotional exposure may create implicit price expectations among consumers, whereby product value is increasingly evaluated based on discounts rather than brand differentiation. This suggests that although promotional strategies are effective in increasing short-term purchase intention, they may weaken the sustainability of desire over time. Therefore, to strengthen the Desire stage more strategically, it is necessary to balance economic incentives with the reinforcement of emotional value and brand identity. Without such balance, the resulting consumer desire is likely to remain temporary and less capable of fostering long-term brand engagement.

D. Action

The conversion stage is facilitated through the in-app user experience, notably via the Happy Rewards and Joyful Time programs. By encouraging consumers to collect points, participate in gamified activities, and redeem rewards, Chatime Indonesia enhances consumers' sense of ownership and strengthens their level of engagement with the brand.



Figure 8. Digital Application Features of Chatime Indonesia

Through its digital application, Chatime Indonesia offers the Happy Rewards and Joyful Time features, which allow users to accumulate points from each purchase, play interactive games, and redeem points for various rewards such as free beverages, exclusive merchandise, mobile credit, or discount vouchers. These features not only create an enjoyable shopping experience but also strengthen consumer loyalty through a structured reward mechanism. This approach aligns with the characteristics of Gen Z, who place strong emphasis on customer

experience and no longer perceive transactions merely as economic activities, but rather as integral parts of a meaningful and memorable consumption experience.

The implementation of these features highlights Chatime Indonesia's adoption of the principle *community is the best channel* through its membership program. This program forms a customer club that encourages repeat purchases via a points-and-rewards system perceived as exclusive by its members. Customer communities established through membership programs represent a form of emotional relationship that can effectively enhance brand loyalty (Priansa, 2017). This finding is supported by the study of Autami and Suasana (2015), which demonstrates that membership programs have a significant impact on purchasing decisions, as consumers perceive added value from their transactions.

In addition, Chatime Indonesia employs a light and persuasive communication style, exemplified by calls such as "Redeem your KOIN now!", which function as effective *Calls to Action* (CTA) tailored to Gen Z preferences. These CTAs are delivered in a non-coercive and personal manner, resonating with Gen Z's tendency to reject aggressive marketing strategies and instead favor voluntary, contextual, and engaging invitations (Priansa, 2017; Maslahatun et al., 2025).

At the Action stage, Chatime Indonesia integrates digital features such as Happy Rewards and Joyful Time to encourage user engagement and repeat purchases. These features provide a gamified experience that enhances user interaction within the brand ecosystem. From an engagement perspective, app-based strategies offer a more controlled and measurable environment for driving consumer actions (Hasim & Mohd, 2025). However, this stage also presents limitations, particularly related to accessibility and user dependency on the application. Not all consumers may be willing to install or actively use the app, which may restrict the effectiveness of this strategy to more engaged or loyal users only.

4. Conclusion

This study addresses the limited empirical research on how digital marketing strategies are operationalized through the AIDA framework in the context of Indonesian beverage brands, particularly using a qualitative case study approach. By analyzing Chatime Indonesia's cross-platform digital content on Instagram, TikTok, and its mobile application, this study provides an integrative perspective on how marketing communication strategies are implemented across multiple digital environments to engage Gen Z.

The findings demonstrate that Chatime Indonesia effectively applies an inbound marketing approach by combining visually engaging content, relatable storytelling, personalization strategies, and gamified digital features. Beyond confirming the relevance of the AIDA framework, this study suggests that its application in digital environments may exhibit more dynamic and overlapping characteristics, where multiple stages are embedded within a single piece of content. However, this interpretation is derived from content analysis and does not directly capture actual consumer behavior.

The study also identifies several critical limitations within the strategy. The reliance on humor-driven content may reduce message depth and lead to audience fatigue, while repeated promotional strategies risk shifting consumer orientation toward price sensitivity rather than long-term brand attachment. In addition, app-based engagement strategies, although effective in creating a controlled interaction environment, may be constrained by user adoption barriers and a reliance on already engaged consumers. From a theoretical perspective, this study extends the application of the AIDA model by highlighting both its flexibility and its limitations in contemporary digital marketing environments. From a practical perspective, the findings suggest that brands targeting Gen Z should balance entertainment, economic incentives, and emotional value to sustain long-term engagement and brand loyalty.

Notwithstanding its contributions, this study is subject to certain limitations. First, the analysis is based on a limited dataset of digital content without incorporating direct audience perspectives through interviews or surveys. Second, the study focuses on a single brand, which may limit the generalizability of the findings. Future research is therefore recommended to adopt mixed-method approaches, incorporate audience-based data, and conduct comparative studies across industries or brands to further validate and expand the applicability of the AIDA framework in digital contexts.

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