

## **ABSTRACT**

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### ***THE EFFECT OF THE IMPLEMENTATION OF AIDA (ATTENTION, INTEREST, DESIRE, AND ACTION) AS A MEANS OF PROMOTION OF MSME SOCIAL MEDIA ON DECISION MAKING DURING THE COVID-19 PANDEMIC***

*Indonesian has a large population consisting of various islands, MSMEs become one of the people's choices to meet the needs of life during the covid-19 pandemic. With information technology now makes it easier for people to market products in different types of social media. The purpose of this research is to find out the effectiveness of marketing through social media using AIDA analysis (attention, interest, desire, and action) on consumer buying interests. A sample of the results of the statement involved 101 respondents of social media users in South Tangerang. Sampling is done purposively sampling to collect data. This research method uses multiple regression analysis. Based on the results of the study shows that purchasing decisions consisting of attention, interest, desire, and action simultaneously affect consumer purchasing decisions on social media, while variable attention and interest have no effect on consumer purchasing decisions.*

**Keywords :** AIDA, UMKM

