

ABSTRAK

Dida Ivanidden. 2026. Analisis Strategi Digital Branding Berbasis Personal Influence dan Relational Network Menggunakan Model AISAS. Program Studi Sistem Informasi, FT, Universitas PGRI Madiun. Pembimbing (I) Dimas Setiawan, S.kom., M.kom.(II) Andria, S.kom., M.kom.

Penelitian ini dilatarbelakangi oleh permasalahan digital branding pada Olin Café Madiun yang masih berfokus pada konten visual satu arah. Penelitian ini bertujuan untuk menganalisis penerapan *personal influence*, *relational network*, dan model AISAS dalam aktivitas digital branding serta menyusun strategi pengembangan yang adaptif untuk meningkatkan keterlibatan pelanggan. Metode penelitian yang digunakan adalah *mixed methods* dengan pendekatan kuantitatif melalui kuesioner kepada 93 responden dan pendekatan kualitatif melalui wawancara mendalam dengan pemilik serta pelanggan. Hasil penelitian menunjukkan bahwa penerapan Personal Influence dan Relational Network memiliki peran penting dalam membentuk perilaku konsumen di Olin Café Madiun. Analisis berdasarkan model AISAS mengungkapkan bahwa kafe ini sangat efektif pada tahap Attention dan Interest melalui interaksi langsung dan fasilitas fisik, namun masih memerlukan peningkatan pada tahap Search (kemudahan pencarian informasi digital) dan Share (dorongan untuk membagikan pengalaman di media sosial). Berdasarkan temuan tersebut, dihasilkan rancangan strategi digital branding yang berfokus pada optimasi konten naratif (*storytelling*).

Kata kunci - coffee shop; digital branding; model AISAS; personal influence; relational network

ABSTRACT

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This research is motivated by the digital branding issues at Olin Café Madiun, which have predominantly focused on one-way visual content. This study aims to analyze the implementation of personal influence, relational network, and the AISAS model in digital branding activities, as well as to formulate adaptive development strategies to enhance customer engagement. The research method used is mixed methods, employing a quantitative approach through questionnaires distributed to 93 respondents and a qualitative approach through in-depth interviews with the owner and customers. The results of the study indicate that the implementation of Personal Influence and Relational Network plays a crucial role in shaping consumer behavior at Olin Café Madiun. Analysis based on the AISAS model reveals that the cafe is highly effective in the Attention and Interest stages through direct interactions and physical facilities, but still requires improvement in the Search stage (ease of finding digital information) and the Share stage (encouragement to share experiences on social media). Based on these findings, a digital branding strategy is formulated, focusing on storytelling content optimization, community-based program strengthening, and digital review.

Keywords - AISAS model; coffee shop; digital branding; personal influence; relational network

