

Aisas Marketing Model In Promoting Repaint Services Through Tiktok Social Media (A Study On Tiktok Account @As_Carbon)

Rama Anandra Putra ¹, Sri Narti ², Martha Heriniazwi Dianthi ³
^{1,2,3} **Universitas Dehasen Bengkulu**

Email: ¹⁾ marthaheriniawidianthi@unived.ac.id

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ABSTRACT

This study analyzes the content strategy of the TikTok account as_carbon in promoting repaint services based on the AISAS model stages (Attention, Interest, Search, Action, Share). TikTok was chosen due to its ability to spread short, engaging, and potentially viral content organically. Using a qualitative descriptive approach, data was collected through content observation, interviews with the account owner, admin, and active customers, as well as documentation of audience interactions. The results show that as_carbon consistently implements each stage of AISAS. In the Attention stage, the account uses before-after videos with engaging visuals and trending music. Interest is built through educational and informative content about the service process and its advantages. In the Search stage, the audience seeks additional information via WhatsApp and Instagram links in the bio. The Action stage is shown by increased service orders through DM and direct communication. Lastly, the Share stage is evident through customer testimonials and voluntary sharing on social media. The study concludes that the AISAS-based content strategy effectively enhances visibility, builds trust, and drives conversion and audience participation. TikTok proves to be a powerful promotional tool for service-based businesses like repaint.

INTRODUCTION

In the digital era, social media platforms have rapidly evolved into powerful marketing tools. Among these platforms, TikTok stands out due to its massive user base, high engagement rate, and unique algorithm that enables content to go viral regardless of follower count. The shift in consumer behavior from traditional media consumption to interactive, short-form video platforms has redefined how brands and service providers approach their audience. This transformation has particularly impacted small and medium-sized enterprises (SMEs), enabling them to reach broader audiences with minimal budget through strategic content creation.

Marketing theories have also developed in response to digital transformation. One such model is AISAS (Attention, Interest, Search, Action, Share), introduced by Dentsu in 2005, which outlines the stages consumers typically go through in the digital buying journey. Unlike traditional linear models such as AIDA (Attention, Interest, Desire, Action), AISAS accounts for the non-linear, interactive, and social nature of digital media consumption. It emphasizes not only consumer response but also user-generated content through sharing behavior, which is highly relevant in today's TikTok-driven ecosystem. The repainting service industry—typically associated with car customization and aesthetic restoration—has found new life on platforms like TikTok. Visual content showcasing dramatic before-and-after transformations appeals to TikTok's core audience, who often seek visually stimulating, satisfying, and inspirational videos. The algorithm's ability to amplify such content further provides a unique opportunity for small businesses to scale organically. The account @as_carbon is one such example that has successfully leveraged TikTok's potential to promote its repaint services.

The case of @as_carbon reveals how repainting service providers no longer rely solely on word-of-mouth or static image-based advertising. Instead, they strategically deploy short-form video content to spark curiosity, gain followers, and convert viewers into customers. The transition from a passive audience to an active consumer is facilitated through multiple touchpoints—especially through the stages of Attention and Interest generated via viral videos, followed by Search behavior through linked contact information, and ultimately Action in the form of service requests. What distinguishes TikTok further is its

potential for *Share* behavior, as users often repost videos they find engaging or comment positively, contributing to brand amplification. In this context, the AISAS model provides a comprehensive framework to analyze how each stage is manifested within the content and interaction strategy of TikTok accounts. While numerous studies have explored digital marketing and social media branding, there remains a significant gap in literature regarding service-oriented businesses—especially manual and traditionally offline services like repainting—that have successfully penetrated social platforms. Most digital marketing studies concentrate on product-based companies or influencer-led campaigns, while SMEs offering tangible services are underrepresented. The research also contributes to the growing academic interest in content marketing strategy and consumer journey analysis in the digital space. It provides an empirical case of how behavioral models like AISAS operate on TikTok, with content elements such as video titles, captions, sounds, hashtags, and visual storytelling aligning with various stages of the model. Moreover, the study highlights the consumer's role not merely as a passive target, but as a participant in the marketing process—actively searching, engaging, and even promoting the brand.

The urgency to explore this topic arises from two converging realities: first, the increasing dependency of SMEs on digital visibility to survive post-pandemic economic challenges, and second, the dominance of short-form video content in shaping brand perception and purchasing decisions. Repaint services—often regarded as niche, low-tech, and geographically bound—are now stepping into the digital spotlight with unprecedented reach. This study aims to explore how the TikTok account *@as_carbon* applies the AISAS marketing model in promoting its repaint services. The objectives are: (1) to identify how each AISAS stage is reflected in the content and interaction strategy of the account, (2) to evaluate the effectiveness of such strategies in generating customer engagement and service inquiries, and (3) to probe insights into how similar service-based businesses can replicate this model for digital growth.

To address these aims, a qualitative descriptive method is employed, combining content analysis of the TikTok account with in-depth interviews from key stakeholders including the account owner, admin, and customers. The rationale for choosing qualitative methods lies in the need to capture the nuances of visual storytelling, user interaction, and strategic intent—elements often overlooked in quantitative metrics such as likes and shares alone.

Through this case study, it is expected that a clearer understanding will emerge regarding the operationalization of AISAS in real-world digital marketing practices. The findings will be particularly useful for marketing professionals, business owners in service industries, communication scholars, and students seeking to understand the intersection of theory and practice in digital consumer behavior. In summary, this research addresses the pressing need to understand how marketing models adapt to modern digital landscapes, particularly in non-mainstream industries. It shines a light on the innovative use of TikTok not just as a platform for entertainment, but as a legitimate and effective channel for business promotion—especially when informed by structured models like AISAS.

LITERATURE REVIEW

AISAS Model (Attention, Interest, Search, Action, Share)

The AISAS model, developed by Dentsu Inc. in 2005, was specifically tailored for understanding consumer behavior in the internet age. It extends the traditional AIDA model by integrating the “Search” and “Share” stages, which are crucial in digital contexts where consumers actively seek information and engage with content. In the context of social media marketing, each stage plays a vital role: Attention is captured through striking visuals or hooks, Interest is nurtured with engaging content, Search occurs when users explore more about the service, Action is the conversion point, and Share reflects user participation in amplifying the message. This model is particularly relevant for platforms like TikTok, where content virality and user interaction significantly shape brand perception.

TikTok as a Digital Marketing Platform

TikTok's algorithm, based on interest-driven content curation, makes it an ideal space for organic brand growth. Studies such as those by Omar et al. (2021) and El Ibrahim (2022) emphasize TikTok's ability to drive consumer engagement through short-form video storytelling. Features like trending sounds, hashtags, and challenges enhance content discoverability, while its “For You Page” democratizes exposure. In service-based businesses, TikTok can reduce the perceived distance between consumers and service providers, building trust and relatability through real-time demonstrations and customer testimonials.

Content Marketing Strategy in SMEs

Content marketing for small and medium enterprises (SMEs) focuses on storytelling, educational content, and visual proof to attract and retain customers. Pulker, Trapp, and Scott (2018) highlight that

content tailored to audience pain points and desires can drive engagement and brand loyalty. For repaint services, this might involve before-and-after showcases, tutorials, or behind-the-scenes footage, all of which are compatible with TikTok's native video format. The goal is not only visibility but also credibility.

Consumer Behavior in the Digital Age

Digital consumers today are active participants in their buying journey. They no longer rely solely on advertisements but conduct research, read reviews, and seek peer recommendations. Solomon (2020) and Kotler & Keller (2016) argue that modern consumers value transparency, authenticity, and social proof. These behaviors align with the AISAS model's Search and Share stages, making them essential in digital marketing strategies. TikTok, with its comment sections and stitch/duet features, provides a space for user co-creation and feedback.

Visual Communication and Persuasive Media

Visual communication plays a significant role in shaping audience perception, particularly in fast-paced platforms like TikTok. According to Kress & van Leeuwen (2006), visual modes such as color, movement, framing, and editing style influence viewer engagement and message clarity. In marketing repaint services, high-quality visuals showing transformation results can create emotional responses and persuasive appeal. Combined with audio cues and storytelling, visual elements become a critical part of the persuasion process.

METHODS

This research adopts a qualitative descriptive method aimed at understanding how the AISAS model is applied in promoting repaint services through TikTok content on the *@as_carbon* account. The qualitative approach is chosen due to its strength in capturing the depth of meaning, narrative, and interaction present in digital marketing content, especially those involving visual storytelling and user engagement.

Data collection was carried out through three main techniques: observation, interview, and documentation. First, the researcher conducted non-participant observation of video content published by *@as_carbon* from January to October 2024. Each video was categorized and analyzed based on its alignment with the five stages of the AISAS model: Attention, Interest, Search, Action, and Share. Observations focused on visual elements, caption use, hashtags, sound selection, and audience engagement (likes, comments, and shares).

Second, semi-structured interviews were conducted with three key informants: (1) the account owner, (2) the content manager, and (3) two loyal customers who engaged with and ordered repaint services via TikTok. These interviews aimed to reveal the intent behind content creation, customer behavior, and the perceived effectiveness of TikTok as a marketing channel. Third, documentation was used to complement observations by recording screenshots, engagement metrics, and audience interaction logs. The triangulation of data sources was applied to validate findings and enhance research credibility.

The data were analyzed thematically, using the AISAS framework as a coding guide. Each data segment—textual or visual—was mapped onto one of the AISAS stages to assess consistency and effectiveness of content strategies. This methodological approach ensures that the analysis is grounded in actual content performance and participant experience, making it suitable for exploring real-world marketing practices on social media platforms.

RESULT AND DISCUSSION

The application of the AISAS model on the TikTok account *@as_carbon* reveals a deliberate and strategic implementation of digital content techniques to attract, engage, convert, and retain audiences. This section presents the findings from content observation, user interactions, and interviews, structured based on each AISAS stage.

Attention

The attention stage focuses on how *@as_carbon* captures user interest during the initial few seconds of video exposure. Observations indicate that nearly all uploaded videos open with a bold visual transformation — typically, a severely damaged or dull car part is shown, followed by fast transitions or zoom-ins revealing the repaint process. To enhance visibility, *@as_carbon* integrates trending audio tracks and text overlays such as "From Rusty to Glossy" or "You won't believe the result." One example, uploaded in July 2024, received over 200,000 views within a week. The video featured a peeling carbon

wrap being restored into a sleek matte finish. The caption read: “Satisfying transformation for your ride 🚗🔧 #RepaintChallenge.” This form of visual bait combined with the ‘satisfying video’ genre is effective in catching attention within TikTok’s fast-scrolling environment.

Interest

After capturing attention, *@as_carbon* nurtures user interest by offering educational and behind-the-scenes content. Several videos are dedicated to explaining the repainting process, types of materials used, cost estimates, and durability comparisons. The visual explanation is often accompanied by voice-over or text narrations in Bahasa Indonesia, helping to break down technical processes for a general audience. From the interview with the account manager, it was revealed that: “Many viewers don’t know what carbon wrapping really is. So we make videos that explain the process and how long it takes. This builds trust.”

Comment sections often reflect growing interest, with viewers asking: “How long does this last, Kak?” “Can you do this on motorcycles too?” This two-way interaction indicates that content is not just watched but also processed cognitively, forming the basis for the next stage.

Search

The search stage is seen in how users move beyond passive viewing and seek more detailed information. This behavior is encouraged in every video by adding CTA (call-to-action) phrases like “DM us for pricing” or “More info on our Instagram.” The bio section of the TikTok profile includes direct links to WhatsApp and Instagram, which function as search channels for prospective customers.

Action

The Action stage is where users convert from viewers to customers. Although TikTok does not provide a native ordering system, purchase intent is fulfilled through WhatsApp conversations and Instagram DMs. From the interviews with two loyal customers, it was found that both first discovered the service via TikTok, followed by browsing other videos and finally placing an order within 2–3 days.

One customer shared: *“I didn’t know they existed until the video popped up on my FYP. I liked what I saw, checked their IG, and immediately contacted them. The result was better than expected.”*

Share

The final stage, Share, is particularly visible on TikTok due to its user-centric ecosystem. The shareability of *@as_carbon*’s videos is amplified by the use of popular hashtags such as #carwrap, #repaintindonesia, and #satisfyingvideos. Some videos have been reposted by automotive fan pages, further expanding their reach. Moreover, satisfied customers have uploaded their own videos of the repaint process and tagged *@as_carbon*, creating a loop of organic UGC (user-generated content). This peer endorsement reinforces credibility and trust.

Discussion

The findings of this study affirm that the AISAS marketing model provides a relevant and effective framework for analyzing and guiding digital promotional strategies, especially within content-driven platforms such as TikTok. Each stage—Attention, Interest, Search, Action, and Share—was not only identifiable within the activities of *@as_carbon*, but also shown to contribute to the user’s movement along the consumer decision journey. At the Attention stage, the study revealed that *@as_carbon* maximized the algorithmic preferences of TikTok by consistently posting visually appealing, emotionally satisfying “before-and-after” transformation videos. This finding aligns with Kress & van Leeuwen’s (2006) theory of visual communication, where contrast and framing are crucial in grabbing attention. The use of trending sounds and short captions further increases content discoverability. This supports the view that in the TikTok ecosystem, content must immediately captivate or risk being skipped. The strategic use of these tools demonstrates that content creators in service sectors can compete with larger brands by appealing directly to users’ visual and emotional stimuli. Moving to the Interest phase, the findings highlight the importance of educational and informative content.

The videos explaining the repaint process, material types, and duration not only sustained interest but also acted as trust-building instruments. This behavior echoes Pulker et al.’s (2018) insights on content marketing in SMEs, where transparency and information depth play a significant role in generating consumer confidence. Additionally, the ability to explain a complex service in simple, relatable terms is a strength of TikTok’s short-video format, turning technical information into digestible narratives. The Search behavior was most visible through the use of linked platforms (WhatsApp, Instagram) and comment-based inquiries. Unlike product-based purchases where platform-native e-commerce integration is common, service-based businesses rely heavily on external communication channels. This highlights a

limitation of TikTok's infrastructure for service conversion, but also emphasizes the adaptability of consumers in using cross-platform behavior to fill the gap. Solomon's (2020) view of the empowered digital consumer who actively searches for validation, information, and options is clearly reflected in this pattern. At the Action stage, direct messages and customer testimonials revealed a relatively short decision-making time post-exposure. Users who watched multiple videos and found consistent quality messaging were more likely to convert. This confirms that consistency in visual identity and brand message across content is crucial for decision facilitation.

The conversion path here is less about hard selling and more about persuasive repetition — a hallmark of TikTok's feed-based algorithm. These findings further validate the AISAS model's emphasis on seamless transitions between engagement stages and reinforce that in digital ecosystems, each stage supports and accelerates the next. Finally, the Share stage underscores the unique advantage of social media in enabling peer-to-peer brand amplification. *@as_carbon* not only encouraged shares through hashtags and calls-to-action but also benefited from unsolicited UGC, such as customer-uploaded testimonials and video stitches. This confirms Dentsu's original proposition that consumers do not stop at "action," but proceed to "share" experiences—thereby becoming part of the brand's marketing engine. It also reflects a digital word-of-mouth phenomenon where consumer voices hold more weight than branded messages. What is notable in this study is the successful adaptation of a theoretical model—originally designed for e-commerce or product-based environments—into a service-oriented, manual-labor business context. Repainting services, traditionally marketed offline through referrals or static photos, have found new relevance through digital video marketing.

This suggests that the AISAS model is not confined to product categories but can be applied across industries with proper content strategy. However, there are also contextual nuances that deserve critical reflection. The effectiveness of each AISAS stage is partially dependent on TikTok's algorithm, which is constantly evolving. What works today in gaining attention or triggering shares may not be sustainable long-term. Moreover, customer conversion still relies heavily on personal communication through WhatsApp or Instagram, indicating that while TikTok excels in visibility and engagement, it is not yet a complete sales funnel for service businesses. From a theoretical standpoint, the study reaffirms that models like AISAS remain relevant, especially when integrated with modern digital behavior frameworks. It also illustrates that content quality, consistency, and interactivity are essential pillars of a successful digital strategy, regardless of business scale. For communication scholars, this case study bridges the gap between abstract marketing theories and tangible, real-world digital executions. In conclusion, the strategic application of the AISAS model by *@as_carbon* on TikTok not only demonstrates its effectiveness in service promotion but also provides a replicable blueprint for other SMEs aiming to grow in digital spaces. The integration of visual storytelling, informative content, and social interaction forms a marketing loop that sustains itself through user participation.

CONCLUSION AND SUGGESTION

This study concludes that the AISAS (Attention, Interest, Search, Action, Share) marketing model is highly effective in structuring and evaluating digital content strategies, particularly on platforms such as TikTok. Through a focused analysis of the *@as_carbon* account, it is evident that each stage of the AISAS model was not only present but executed strategically to guide viewers along the digital consumer journey — from initial exposure to content sharing.

The Attention stage was successfully triggered by visually impactful content that adhered to TikTok's best practices for virality. The Interest phase was sustained through informative and transparent videos that built trust with viewers. The Search phase demonstrated active consumer behavior, with users navigating to external platforms (Instagram, WhatsApp) to obtain further information. The Action phase showed a conversion of viewers into customers, primarily influenced by repeated exposure to consistent content. Finally, the Share stage revealed how customers contributed to the brand's visibility through organic posts and interactions, reinforcing peer-driven marketing.

This research also highlights how a traditionally offline service—automotive repainting—can be effectively promoted in digital ecosystems using strategic content and platform-native features. It affirms that SMEs can leverage TikTok not merely for exposure but for building customer trust, engagement, and loyalty. Ultimately, this study provides both theoretical and practical insight: it validates the applicability of the AISAS model in modern social media contexts, and offers a replicable framework for other service-based businesses aiming to grow through digital marketing.

While this study provides valuable insights into the application of the AISAS model on TikTok for service-based marketing, it is not without limitations. First, the research is confined to a single case study, namely the *@as_carbon* account, which may limit the generalizability of the findings. Different industries or types of services may exhibit varied behaviors that are not captured within this scope. Second, data

collection relied heavily on observation and self-reported interviews, which carry the risk of subjectivity and bias. The lack of access to comprehensive backend metrics such as detailed analytics (e.g., click-through rates, audience retention, or TikTok Insights) means that conclusions are drawn primarily from visible engagement indicators and narrative accounts.

Third, the rapidly changing algorithm and user behavior on TikTok pose a challenge for the long-term applicability of the strategy. What proves effective today may become obsolete in the near future, suggesting that digital marketing success on TikTok requires continuous adaptation. Lastly, this research does not cover comparative analysis with other platforms (e.g., Instagram Reels, YouTube Shorts), which could enrich the understanding of platform-specific strengths and weaknesses in applying the AISAS model.

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