

## ABSTRACT

*Cheerish Day is one of the businesses that utilizes the Instagram social media platform as a communication channel for its marketing. The research conducted on Cheerish Day aims to determine the effectiveness of marketing communication using the AIDA model (Attention, Interest, Desire, and Action) employed by Cheerish Day in influencing purchasing decisions. The sampling technique used is purposive sampling, with 82 respondents obtained through the Slovin formula. The data analysis technique employed is multiple linear regression analysis using SPSS version 22. Based on the research findings, the factors of attention, interest, desire, and action collectively or simultaneously influence consumer purchasing decisions. However, when examined individually, the attention and interest factors have an impact, while the desire and action factors do not affect the purchasing decisions made by Cheerish Day.*

*Keywords: Instagram, promotion, AIDA, purchasing decision*

