

***Social Media Marketing Model* pada Usaha Mikro Kecil dan Menengah (UMKM) di Indonesia dengan pendekatan A.I.D.A.T Model**

Bentar Priyopradono
Akademi Manajemen Informatika dan Komputer Teknokrat
DIII Manajemen Informatika
Bandar Lampung, Indonesia
Jl. Z.A. Pagar Alam No 9-11 Kedaton

This research aims to optimize the application of information technology in particular the adoption of social media marketing is an ideal model for micro small medium enterprises (SMEs). This study provides important information about the relationship of social media in marketing strategy based on the perspective of the marketer and will produce characteristics and standard framework Marketing management are adopting social media marketing, guidelines for the use of social media will help entrepreneurs or small business in the proper use for their business purposes which takes into account cultural considerations, especially Indonesia. In the development strategy of social media marketing is used Aida model to demonstrate the behavior of buyers and build marketing actions which meet the needs of consumers, this model can be applied in several fields of marketing and consider the impact of social networking (social network) in contemporary marketing, perluh additional elements on the AIDA model for create marketing version that can be adopted in the social media marketing is Attention, Interest, Desire, Action and Tell (AIDAT). Results are expected to be an important device models and guidelines, especially in the use of social media for marketing performance improvement that can generate business benefits with the application of information technology for SMEs

Keywords: *AIDA, AIDAT, Social Media, Social Media Marketing, Social Network.*