

ABSTRACT

The Sage, a restaurant and cafe located in the Bandung area, has a distinctive Balinese theme, from its interior and exterior design to its food and drink menu. The Sage has utilized the potential of influencer content to boost sales through Instagram. This study aims to explore how influencer content on Instagram can increase attention, create interest, develop desire, and lead to real actions at The Sage. This research uses qualitative methods and an interpretive paradigm. Data were collected through interviews, observations, and documentation to address the research objectives. The findings indicate that The Sage's strategy of using influencers on Instagram significantly increases consumer attention, create interest, and lead to real actions audience.

Keywords: *AIDA, influencer, marketing, strategy*