

## DIGITAL MARKETING STRATEGY IN THE CREATIVE DIGITAL INDUSTRY?

### WHY NOT!

**Jovie Candra Purnama<sup>1</sup>**  
**Agustin Hari Prastyowati<sup>2</sup>**  
**Dedy Wijaya Kusuma<sup>3</sup>**

*Lecturer, Banyuwangi Merchant Marine Academy, Transmigrasi Street 5 Banyuwangi, 68455<sup>1</sup>*

*Associate Professor, Faculty of Economics and Business, Institute of Technology and Science  
Mandala, Sumatera Street 118-120 Jember, 68121<sup>2</sup>*

*Assistant Professor, Faculty of Economics and Business, Institute of Technology and Science  
Mandala, Sumatera Street 118-120 Jember, 68121<sup>3</sup>*

Received : 2024/07/16

Revised : 2024/07/18

Accepted : 2024/07/19

Corresponding author:

Name: Dedy Wijaya Kusuma

E-mail: [dedy@itsm.ac.id](mailto:dedy@itsm.ac.id)

### ABSTRACT

This research refers to the implementation of digital marketing strategies carried out by Seven Creative Media, along with the types of content they use. Seven Creative Media is one of the creative digital industries actively marketing through several social media platforms. This research aims to identify the elements used in digital marketing techniques to increase brand awareness, the role of social media in brand awareness, and the content used to enhance brand awareness in the Creative Digital Industry. The research employs a descriptive qualitative approach, with purposive sampling of 16 informants based on specific criteria. The results show that the elements used in digital marketing techniques to increase brand awareness at Seven Creative Media have met market needs and market responses. The role of social media in promoting brand awareness by Seven Creative Media has successfully created content with an audience that already has engagement, leading to an increase in the reach of consistent content. The content created by Seven Creative Media is quite eye-catching, supported by clear voice-over articulation, ensuring that the information is conveyed very well. The image quality in the videos is also clear, allowing viewers to easily understand the content's message. Unique selling is also applied by Seven Creative Media, where this creative digital industry employs storytelling that includes product or service education.

Keywords : Digital Marketing, Social Media, Brand Awareness, Content Marketing, Creative Digital Industry

## INTRODUCTION

The number of internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This figure increased by 2.67% compared to the previous period, which had 210.03 million users. This number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people. The trend of internet penetration in Indonesia has been increasing year by year. In 2018, internet penetration in the country reached 64.8%, and it rose to 73.7% in 2019-2020. Then, in 2021-2022, the internet penetration rate increased again, reaching 77.02% and standing at 80% in 2022-2023.

**Table 1. Internet Users in Indonesia**

No	Year	Internet Users	Percentage
1.	2017	143,26 million users	54,68%
2.	2018	171,17 million users	64,80%
3.	2019-2020	196,71 million users	73,70%
4.	2021-2022	210,03 million users	77,02%
5.	2022-2023	215,63 million users	78,19%

*Source: Asosiasi Penyelenggara Jasa Internet Indonesia*

These facts can be used as an opportunity for industries to market their products through digital technology. The utilization of digital technology and social media has become a phenomenon in its own right. Various community activities have become objects of social media uploads that can be seen from various regions. With the advantages of social media that can be accessed in real-time and without geographical limitations, this represents a benefit that can be utilized for business purposes, specifically in marketing products (Thamwika, 2013). Producers can introduce their products to gain more attention from potential consumers (brand awareness and brand image), thereby increasing the likelihood of product purchases by consumers.

The implemented strategies have their own opportunities, challenges, and phenomena. The opportunity is that digital marketing can increase sales turnover. The challenges faced include the large number of competitors with similar products, promotions that have not been optimally managed, and the lack of capital for production. The phenomena occurring include delays in keeping up with rapidly evolving trends, the proliferation of similar products from other companies, and unhealthy price competition in the marketplace. To date, many creative digital industries have emerged offering various services, such as social media campaigns, product reviews, and more. The goal is to increase brand awareness, which is expected to help boost sales. This research will analyze the digital marketing strategies employed to create content, which is why the author chose the research title *Digital Marketing Strategy in the Creative Digital Industry? Why Not!*

## RESEARCH METHODS

This study is a descriptive research using a qualitative approach. Bogdan and Taylor, as cited in Moleong (2013:4), define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from individuals and observed behaviors of phenomena that occur. The sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling is a technique for selecting samples based on specific considerations.

**Table 2. Sampling**

No.	Informant	Skills	Criteria
1	CEO of Seven Creative Media (1 person)	Deciding on content creation strategies, such as concept development, location scouting, editing, negotiation, etc.	Business owner who is active as a content creator.
2	Crew of Seven Creative Media (3 people)	Capturing cinematic videos, viral content, color grading, writing, and editing.	Team members frequently involved in content creation.
3	Digital Marketing Expert (3 people)	Understanding strategies in content creation, such as concepts, locations, editing, negotiation, persuasive content, etc.	Someone who has immersed themselves in the world of creative content, often becomes a speaker, and actively uses social media.
4	Content Creator (3 people)	Knowing how to create content that is currently viral and trending to promote products.	Someone who has immersed themselves in the world of creative content and actively creates content on social media.
5	Client of Seven Creative Media (2 people)	Understanding the goals that will be achieved from a piece of content.	Someone or an institution that has collaborated and used the services of Seven Creative Media.
6	Millennial and Gen-Z (4 people)	Knowing about content that is currently viral and trending.	Individuals who actively use social media to simply seek information or create content.

The data analysis technique employs triangulation. Meanwhile, the techniques used to check the validity of the data are credibility, transferability, dependability, and confirmability.

## RESULT ANALYSIS

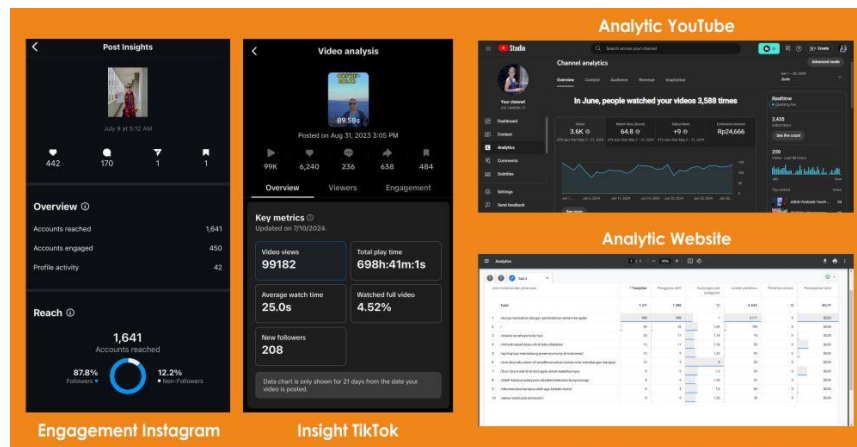
The creative digital industry is closely related to digital marketing, as demonstrated by Seven Creative Media. Digital marketing itself is a process of promoting and marketing a brand, product, or service through digital media, utilizing internet networks in its activities. Based on the research findings, there are several elements in the digital marketing techniques employed by Seven Creative Media, including:

1. **Trending Content**  
Seven Creative Media always strives to create and follow trending or viral content. The goal is to increase engagement with the audience, thereby building a loyal viewership. This also aims to gauge the audience's response through likes and comments.
2. **Storytelling**  
On Seven Creative Media's website articles, storytelling concepts are applied. Articles cover topics such as travel, technology, finance, health, education, product reviews, and more. Storytelling is also incorporated into social media captions.
3. **Viral Audio**

In video content, Seven Creative Media consistently uses trending audio or sound. Utilizing viral audio helps achieve the content's target goals.

The conclusion drawn from Seven Creative Media's digital marketing techniques meets market needs and responses. This is evidenced by the Segmenting analysis from informant interviews. Through Targeting analysis, it was found that Seven Creative Media needs further innovation to reach target markets and interests. Regarding Positioning analysis, it was also found that more innovation is necessary to compete with competitors, specifically within the creative digital industry and other creators.

Social media plays a crucial role in the creative digital industry like Seven Creative Media, as it primarily uses social media platforms for product and service marketing. Commonly used platforms include Instagram, TikTok, YouTube, Twitter, and their website. Social media is also a major source of income for the creative digital industry, being the most marketing-friendly platform. Additionally, social media enhances brand awareness for Seven Creative Media and its clients, making them more recognized by the public. Below are some insights, engagement metrics, and analytics from several social media platforms used by Seven Creative Media."



**Figure 1. Insight, Engagement, and Analytic**  
*Source: Seven Creative Media*

Content created by Seven Creative Media is particularly favored by millennials and Gen Z. Information delivery through content is clear and meets visitors' needs for sought-after information, while also impactful, making the content useful and of high quality. Based on research findings, there are several types of content used or created by Seven Creative Media, including:

1. A Day In My Life

A day in my life content showcases daily activities or routines. Initially, such content typically starts from waking up until going to sleep, but over time, this technique has evolved to cover activities like college life, sports, travel, work, and more.

2. Series Content

Series content, often referred to as series, is video content infused with drama, similar in concept to films or TV series, covering topics such as romance, work, education, and others.

3. Microblog Content

Microblog content involves creating short messages or posts on social media platforms. Uploaded content often includes multiple slides, known as carousels.

4. Insta Story Volumes

This technique is akin to microblogging. Seven Creative Media utilizes Instagram's story feature to share light information across multiple slides, aiming to maintain or increase engagement.

5. Website Articles

Articles produced by Seven Creative Media cover topics such as finance, health, technology, education, lifestyle, and travel. The websites used are personal domains: [www.joecandra.com](http://www.joecandra.com) and [www.suaramillennial.com](http://www.suaramillennial.com)."

**INTERPRETATION**

This study is a descriptive research using a qualitative approach. Bogdan and Taylor, as cited in Moleong (2013:4), define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from individuals and observed behaviors of phenomena that occur. The sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling is a technique for selecting samples based on specific considerations.

**Table 3. Sampling**

No.	Informant	Skills	Criteria
1	CEO of Seven Creative Media (1 person)	Deciding on content creation strategies, such as concept development, location scouting, editing, negotiation, etc.	Business owner who is active as a content creator.
2	Crew of Seven Creative Media (3 people)	Capturing cinematic videos, viral content, color grading, writing, and editing.	Team members frequently involved in content creation.
3	Digital Marketing Expert (3 people)	Understanding strategies in content creation, such as concepts, locations, editing, negotiation, persuasive content, etc.	Someone who has immersed themselves in the world of creative content, often becomes a speaker, and actively uses social media.
4	Content Creator (3 people)	Knowing how to create content that is currently viral and trending to promote products.	Someone who has immersed themselves in the world of creative content and actively creates content on social media.

No.	Informant	Skills	Criteria
5	Client of Seven Creative Media (2 people)	Understanding the goals that will be achieved from a piece of content.	Someone or an institution that has collaborated and used the services of Seven Creative Media.
6	Millennial and Gen-Z (4 people)	Knowing about content that is currently viral and trending.	Individuals who actively use social media to simply seek information or create content.

The data analysis technique employs triangulation. Meanwhile, the techniques used to check the validity of the data are credibility, transferability, dependability, and confirmability.

The conclusion from the digital marketing techniques implemented by Seven Creative Media has fulfilled market needs and responses. This is evidenced based on the Segmenting analysis of interview results with informants. From the Targeting analysis conducted, the author found that Seven Creative Media needs to further innovate to reach the target market and market interest. Meanwhile, from the Positioning analysis conducted, the author also found that many further innovations are required to compete with competitors, in this case, the creative digital industry and other creators.

**Table 4. Element Analysis in Digital Marketing Techniques**

Analyse	Theori	Interview Result	Conclusions
Elemental analysis in digital marketing techniques is carried out based on segmentation, targeting and positioning.	Based on theory from Eun Young Kim (2002), it is determined that there are 4 elements of digital marketing, such as cost, interactive, incentive program, and site design.	<ol style="list-style-type: none"> <li>1. Deddy stated that the site design of Seven Creative Media has been fulfilled. Deddy also added that SCM has implemented audience interaction.</li> <li>2. According to Kurnia, audience interaction needs to be further improved.</li> <li>3. Jovie mentioned that the promotion used social media to be more cost-effective.</li> <li>4. Reezky stated that the content presented represents the services offered, and also the high engagement, thus providing a positive</li> </ol>	<p>Sure, here's the translation:</p> <p>"The conclusion of the digital marketing techniques implemented by Seven Creative Media has met market needs and responses. This is evidenced by segmenting analysis results from interviews with informants, including trending content, viral audio, photo content, videos, writings, and audience interaction.</p> <p>From the targeting analysis conducted, the author found that Seven Creative Media needs to innovate further to reach market targets and</p>

Analyse	Theori	Interview Result	Conclusions
		<p>impact for the brand itself. On the other hand, the created portfolio is also more trustworthy compared to just dummy content.</p> <p>5. According to Prita, social media is capable of boosting the content of Seven Creative Media.</p>	<p>interests, such as updating algorithm analysis, collaborating, and extending content duration.</p> <p>In the positioning analysis, the author also found that further innovation is needed to compete with competitors, in this case, the creative digital industry and other creators. This includes conducting further market research, distributing collaboration proposals, maintaining consistent promotion, and using more advanced tools."</p>
	<p>Sanjaya (2009) stated that several digital marketing strategies that can be implemented are:</p> <ul style="list-style-type: none"> <li>• SEO (Search Engine Optimization)</li> <li>• Content marketing</li> <li>• Enterprise Automation</li> <li>• PPC (Pay per Click)</li> <li>• Native advertising</li> <li>• Affiliate marketing</li> <li>• Social media marketing</li> </ul>	<p>1. Jovie revealed that Seven Creative Media also uses article and caption writing techniques based on SEO.</p> <p>2. According to Ari Mega Saputra, social media is a strong foundation for disseminating information and content created by Seven Creative Media."</p>	

Based on the results of interviews and field observations, conclusions can be drawn regarding the role of social media in brand awareness carried out by Seven Creative Media. They have been able to create content with an audience reach that already has engagement and there is an increase in the reach of consistently produced content. Additionally, the content presented represents the services offered, thus generating significant engagement and having a positive impact on the brand itself.

**Table 5. The Role of Social Media in Brand Awareness**

Analyse	Theori	Interview Result	Conclusions
<p>The role of social media on brand awareness</p>	<p>Kotler (2012) said that social media is a means for consumers to share text, images, audio and video information with each other and with companies and etc.</p>	<ol style="list-style-type: none"> <li>1. Jovie revealed that the content created includes day-in-my-life content, series content, microblogs, multi-part Instagram stories, and website articles.</li> <li>2. According to Deddy, the content created by Seven Creative Media on the website/social media has been fulfilled. The personal branding depicted Joe Candra as a social media enthusiast with an interest in lifestyle.</li> <li>3. According to Malica, the visuals are very eye-catching, supported by clear voice-over articulation, delivering the information very well. The video quality is clear, and it seems that just by watching the video, anyone can understand the message.</li> <li>4. According to Firmansyah, the creator often shows a personal touch by including elements of daily activities or work tasks in the content, whether in photos, videos, or writings. The aspect that needs improvement is the adjustment and enhancement of</li> </ol>	<p>The role of social media in brand awareness carried out by Seven Creative Media involves creating content with an audience reach that already has engagement, leading to an increase in reach from consistent content. Additionally, the content presented represents the services offered, thus generating significant engagement and having a positive impact on the brand itself. On the other hand, the resulting portfolio is more reliable compared to just dummy content. The informative and educational content created by Seven Creative Media attracts the attention of netizens, thereby increasing brand awareness and serving as an inspiration for other creators.</p>



Analyse	Theori	Interview Result	Conclusions
		<p>content quality, be it in photos, videos, or writings.</p> <p>5. Pratiwi's (2023) research revealed that social media platforms such as WhatsApp, Instagram, Shopee, and TikTok have led to an increase in turnover, and the implementation of digital marketing strategies has adhered to sharia marketing principles.</p>	
	<p>Schiffman (2000) stated that the advantages of social media are its addressability, meaning that messages can be delivered specifically even though other recipients can receive the same essence of the message, and its interactivity, in the sense that recipients can interact specifically with the sender of the message, and they can even easily share it."</p>	<p>1. Jovie explained that Seven Creative Media uses Facebook Ads and TikTok Ads to further enhance brand awareness.</p> <p>2. According to Nabilla, the content of Seven Creative Media is already good and often receives interactions from audiences on various social media channels, as evidenced by the numerous interactions on each shared content.</p> <p>3. Kurnia mentioned that Seven Creative Media should engage more frequently with followers and collaborate extensively.</p> <p>4. Firman explained that one of the areas</p>	

Analyse	Theori	Interview Result	Conclusions
		<p>Seven Creative Media needs to improve is building active and efficient interactions with followers.</p> <p>5. Research by Andry et al. (2022) revealed that Bittersweet by Najla successfully increased brand awareness through content displayed on the Bittersweet by Najla TikTok platform with content that is easy to understand, easy to find, relevant, and consistent.</p>	

Based on the results of interviews and field observations, conclusions can be drawn regarding the content used by Seven Creative Media, indicating that further innovation is needed to remain competitive with other creative digital industries and content creators. Seven Creative Media also needs to produce longer video content, especially for their YouTube channel. Content distribution needs to be carried out to maintain stable engagement. The content created has sufficiently met the target market, but it needs to be supplemented with additional content such as POV (Point of View), flexing, addressing current issues, tips and tricks, responding to questions from videos, and more review content.

The content created by Seven Creative Media is quite eye-catching with clear voice-over articulation, allowing the information to be conveyed very well. The visuals in the videos are also clear enough, enabling viewers to understand the message of the video. Unique selling is also applied by Seven Creative Media, as this creative digital industry implements storytelling that educates about a product or service.

**Table 6. Content Used by Seven Creative Media**

Analyse	Theori	Interview Result	Conclusions
Content used by Seven Creative Media	Dijk (2013) explains that content strategy is used as a map to guide content in order to achieve and fulfill the goals	1. According to Deddy, Seven Creative Media's content strategy has achieved 75% of its goals. It just needs improvement in consistency with	Content created by Seven Creative Media is quite eye-catching with clear voice-over articulation, ensuring that information is conveyed very effectively. The visual

Analyse	Theori	Interview Result	Conclusions
	of the website and its consumers."	<p>content objectives, increasing audience response, and enhancing audience interest with more authentic content.</p> <ol style="list-style-type: none"> <li>2. Reezky suggests further refining aspects such as audience reach, content quality, and engaging with local communities to build trust in Seven Creative Media.</li> <li>3. According to Fandia, Seven Creative Media continues to use PUEBI in the articles they create.</li> <li>4. Ricko's research (2019) reveals that the content strategy involves starting from the message intended to be conveyed through the content, strategy for delivering the message, visual design, targets and benchmarks, addressing challenges faced, final content filtering, and technical aspects such as setting titles, tags, descriptions for video content, upload frequency and timing, embedding in comment columns,</li> </ol>	<p>presentation in the videos is also clear, allowing anyone watching to understand the intended message of the video content. Seven Creative Media also applies unique selling propositions by incorporating storytelling that educates about their products and services."</p>

Analyse	Theori	Interview Result	Conclusions
		and utilizing multi-platforms on Instagram social media accounts.	
	Saparso (2021) explains that brands must also produce content that is relevant, interesting and up-to-date for customers.	<ol style="list-style-type: none"> <li>1. According to Malica, the content created is already very suitable. Because Seven Creative Media's digital marketing techniques are up-to-date.</li> <li>2. According to Firmansyah, Seven Creative Media has presented informative and engaging content packaged in a millennial and contemporary style.</li> <li>3. According to Irmawatiningsih, Seven Creative Media should further increase the variety of content about the current conditions of the younger generation, addressing current issues and presenting them in a more exciting and understandable way.</li> <li>4. According to Samsul, Seven Creative Media has used storytelling techniques effectively and interesting camera angles.</li> </ol>	

Analyse	Theori	Interview Result	Conclusions
		5. According to Irmawatiningsih, Seven Creative Media has created very interesting and interactive content. 6. According to Firmansyah, Seven Creative Media presents informative and engaging content packaged in a millennial and contemporary style.	
	Halvorson (2009) explains that the delivery of information through content should be clear and meet the needs of visitors regarding the information they seek, while also making an impact, thus making the content useful and of high quality both in purpose and for society.	1. According to Ari Mega Saputra, the message content created by Seven Creative Media can effectively reach viewers. 2. According to Azmi, educational content crucially needed by Gen-Z to self-develop has not yet been found on Seven Creative Media. Gen-Z heavily uses electronic devices and social media in daily life, hence educational content tailored for Gen-Z is highly necessary.	

## CONCLUSION

Based on the research of digital marketing strategy in the creative digital industry conducted by the author, it can be concluded that:

1. The elements used in digital marketing techniques to enhance brand awareness at Seven Creative Media have met market needs and received positive market responses. This is evidenced by the Segmenting analysis from informant interviews. Through Targeting

analysis, it was found that Seven Creative Media needs further innovation to reach and capture market interests. Meanwhile, the Positioning analysis revealed the necessity for additional innovations to effectively compete with competitors, particularly within the creative digital industry.

2. The role of social media in promoting brand awareness by Seven Creative Media has effectively generated content reaching an engaged audience, resulting in increased reach for consistent content. Furthermore, the content presented represents the services offered, fostering significant engagement and positive impacts on the brand itself. Additionally, the created portfolio is perceived as more credible compared to dummy content. Informative and educational content produced by Seven Creative Media captures the attention of netizens, thereby enhancing brand awareness and serving as an inspiration to other creators.
3. Content utilized to boost brand awareness in the Creative Digital Industry by Seven Creative Media requires ongoing innovation, including:
  - a. Creating longer-duration video content, particularly on YouTube channels.
  - b. Ensuring content distribution to maintain stable engagement.
  - c. Adding diverse content such as Point of View (POV) perspectives, flexing, addressing current issues, tips and tricks, answering video questions, and increasing review content.

The eye-catching content by Seven Creative Media is complemented by clear voice-over articulation, ensuring effective information delivery. The video graphics are also clear, facilitating understanding of the video's intended message by all viewers. Seven Creative Media employs unique storytelling, educating audiences about products and services within the creative digital industry.

## **IMPLICATIONS**

Research that has been conducted resulted in conclusions, which certainly have implications in the creative digital industry and for future researchers. The implications are as follows:

1. Based on the research results above, the creative digital industry "Seven Creative Media" needs to conduct more evaluations of digital marketing techniques while still implementing the STP (Segmenting, Targeting, Positioning) concept. The goal is to maintain and improve the quality of the content produced.
2. Based on the theory formulated by the author, it can be seen that digital marketing greatly influences brand awareness. However, in practice, Seven Creative Media still needs to perform extensive evaluations of its content. The efforts that can be undertaken include:
  - a. Conducting more in-depth research on trending content and identifying the key points used.
  - b. The CEO and crew should focus on improving their skills related to client negotiation, service marketing strategies, and using advanced and sophisticated tools.
3. Seven Creative Media must innovate regarding the content they produce. Some innovations that need to be undertaken include creating longer video content (especially on the YouTube channel), ensuring content distribution to maintain stable engagement, and

adding other types of content such as POV (Point of View), flexing, addressing current issues, tips and tricks, responding to questions from videos, and increasing the number of reviews of various subjects.

## REFERENCES

- APJII. (2024). APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang> diakses tanggal 07 Februari 2024.
- Assauri, S. (2012). *Manajemen Pemasaran*. Jakarta: Rajawali-Gramedia Pustaka Utama.
- Coviello, N., Milley, R., Marcolin, B. (2001). Understanding IT-Enabled Interactivity In Contemporary Marketing. *Journal of Interactive Marketing*.
- Dijk, V. (2013). *The Culture of Connectivity: Critical History of Social Media*. UK: Oxford University Press.
- Eun Young Kim, Y.-K. K. (2002). Predicting Online Purchase Intentions for Clothing Products. 883-897.
- Firmansyah, H. (2021). *Saluran Digital Marketing*. Cirebon: Cirebon Insania.
- Halvorson, K. (2009). *Content Strategy for the Web*. New Riders. Berkeley: CA.
- Kotler, Phillip, Kevin Lane Keller. (2012). *Marketing Management*, 14th Edition. United States of America: Pearson.
- Kotler dan Keller. (2016). *Manajemen Pemasaran*. Edisi ke enam belas jilid 1 dan 2 dialih bahasakan oleh Bob Sabran, Jakarta: Erlangga.
- Moleong, Lexy J. (2013). *Metode Penelitian Kualitatif*. Edisi Revisi. Bandung : PT. Remaja Rosdakarya.
- Rangkuti, Freddy. (2009). *Strategi Promosi yang kreatif & Analisis kasus – Integrated Marketing Communication*. Jakarta : PT Gramedia Pustaka Utama.
- Ricko, A. J. (2019). Analisis Strategi Konten Dalam Meraih *Engagement* pada Media Sosial Youtube (Studi Kasus Froyonion). *Prologia EISSN 2598-0777 Vol. 3, No. 1, Juli 2019, Hal 231-237*.
- Sanjaya, R. dan Tarigan, J. (2009). *Creative Digital Marketing*. Jakarta: PT ELEX Media Komputindo.
- Saparso. (2021). *Marketing Process: Menciptakan Nilai Bagi Pelanggan*. Jakarta: Ukrida Press.

Schiffman, L. G. dan Kanuk, L. L. (2000). *Perilaku Konsumen*. USA: Pearson Prentice Hall.

Solomon, M. R. dan Stuart, E. W. (2002). *Marketing : Real People, Real Choices*. New Jersey: Prentice Hall.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.

Thamwika, B. (2013). *Marketing and PR in Social Media: How the utilization of Instagram builds and maintains customer relationships*. Tesis. Swedia: Stockholm University.

Urban, G. L. (2004). *Digital Marketing Strategy: text and cases*. Pearson Education.