

Planning promotion strategy for Instagram account @KaninaraFlorist in Increasing Sales in 2023

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ABSTRACT

Keywords

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The flower bouquet industry is experiencing diverse and innovative transformations, opening up promising business opportunities. Competition is getting tighter, and many business actors are trying to make their best products. Kaninara Florist is a flower bouquet company that sells various bouquets for celebrations. It can maintain its existence in Yogyakarta through effective promotional strategies. This research aims to determine the Instagram promotion strategy of planning @KaninaraFlorist in increasing sales. The method used is qualitative with a descriptive approach, and in this research, data collection techniques involve interviews and documentation presents data from the Instagram account @KaninaraFlorist. The research results show that promotional strategies include: 1. We are designing messages through content, It is increasing engagement with question box, reels, and hashtag features, 3. They determine communication channels such as online advertising, online personal selling, online public relation (pr), online sales promotions, and online direct marketing. Kaninara Florist also uses features on Instagram as a marketing communication strategy. Using this feature can help Kaninara Florist increase engagement so that it has the potential to increase sales.

1. Introduction

Increasingly tight business competition requires business actors to create and market products more creatively. The main challenge is making the product known to the public. One effective strategy is promotion via social media, such as Instagram. The large number of Instagram users in Indonesia is undoubtedly an opportunity for business people to promote their products so that the products or services offered by business people experience an increase in sales. In essence, a promotion is a tactic carried out by a company to convey the benefits and uses of its products so that consumers buy a product that is quite developed and popular among young people. Instagram provides various facilities that business people can use to increase sales, making it an essential tool in different industries, including the flower bouquet industry (Syaipudin & Awwalin, 2022).

Now, the flower bouquet industry is experiencing significant development with the emergence of many flower shops offering a variety of flowers and innovative arrangements. In Yogyakarta, flower shops contribute significantly to the ornamental plant sector's economy, especially cut flowers such as roses, orchids, and jasmine. The flower arrangement business opportunity is promising if managed thoughtfully and focuses on business profits, opening employment opportunities, and creating a healthy environment.

Flower bouquets are generally used as elements for decoration and decoration, and are used to convey congratulations and other functions. Even though the goal is typically the same, namely providing beauty and increasing aesthetic value, flower bouquets usually need more durability. Even so, the flower bouquet business remains a very profitable opportunity, especially as time passes and people's mindsets change. Beauty is a crucial factor that is highly valued in this context. This

transformation of thought patterns makes flowers a symbol of expression, for example, in various events or essential moments such as congratulations, showing affection, and even expressing condolences. Therefore, consumer interest in purchasing flower bouquets is increasing, resulting in the emergence of various shops that provide flower bouquets with multiple choices according to consumer desires and needs, choices according to consumer desires and needs.

However, tight competition in Yogyakarta requires business actors to increase sales to maintain the ability to compete effectively in market competition. With the flower bouquet business for decoration, decoration and congratulations remaining profitable, more and more consumers are interested and this has encouraged the emergence of new flower shops with various choices (Zuhrina, 2023).

Kaninara Florist in Yogyakarta provides luxurious and elegant flower bouquet designs. On the other hand, Kaninara Florist is also active in giving workshops on the flower industry business with the Sleman Industry and Trade Service. Kaninara Florist also held a workshop in collaboration with several coffee shops and micro, small, and Medium Enterprises, where the event was filled with activities to share tutorial knowledge on arranging flowers well. In this case, Kaninara Florist also actively uses social media, namely Instagram, to get closer to customers and promote its business. In facing quite tight competition, Kaninara Florist utilizes promotional strategies via Instagram. Research on Kaninara Florist's promotional strategy on Instagram shows the importance of innovation and digital marketing to overcome competition and increase sales. The following is previous research that is considered relevant to the research to be conducted.

Tampubolon et al.'s research. (2016) regarding "Coffee Shop Promotion Strategy on Instagram (@crematology)" analyzes the promotion strategy and effectiveness factors of the account using qualitative methods and data from observations and interviews. The results reveal the reasons and promotional strategies for Crematology on Instagram. Meanwhile, Kaninara Florist Research focuses on increasing sales.

Hedynata & Radianto's (2016) research on "LUSCIOUS Chocolate Potato Snack Promotion Strategy" deploys promotional strategies to increase sales using case studies, semi-structured interviews, and documentation. The results show the need to demonstrate improved strategies based on 8 promotional mix models. Meanwhile, Kaninara Florist uses Instagram social media to increase sales.

2. Method

The method used in this research is a descriptive qualitative type purposive sampling method in selecting informants. Purposive sampling is a data collection technique that selects samples based on special considerations. Researchers chose a purposive sampling technique because not all samples met previously determined criteria. Therefore, researchers determine samples based on specific predetermined criteria to ensure the sample is representative (capably, appropriately). In this research, informants were selected using a purposive sampling technique with special considerations and objectives, namely, selecting informants who deeply understood the research object (Sugiyono, 2010).

Through this research method, researchers are expected to be able to understand a particular context, situation, and time. In the qualitative method, data collection methods describe how to implement it in the context of field research. Qualitative data collection is carried out when the direction and objectives of the study are clearly defined, and the data sources, namely informants or participants, have been contacted and given consent to share the necessary information. In this research, data collection techniques involve interviews and documentation (Moelong, 2017).

This data was obtained through in-depth interviews with Nur Atiqah khairunissa who owns Kaninara Florist, and Atika Nisha Almatini, a Human Resources Department (HRD), data analysis is required to be collected entirely so that the aim is to overcome the problem being researched after the data is collected it is necessary Data reduction is carried out by sorting the information obtained to suit the research objectives. So that after the reduction is carried out, conclusions can be drawn from the research. Qualitative research is subjective because the researcher is the main instrument in collecting and analyzing data. The researcher chose a qualitative research method because the main objective was to explain how the @KaninaraFlorist Instagram Account Promotion Planning and

Strategy was implemented in media management to increase sales in 2023. Thus, the researcher's experience and perception of the promotion strategy and how it impacted sales results.

3. Result and Discussion

Promotion strategies now use online media. In today's digital era, the Internet has become an effective medium for long-distance communication. This is also applied in promotional activities carried out online via the internet. Business people now use Internet services to make it easier for them to introduce the products they sell. Currently, the internet provides various new media that users can utilize, including social media.

From the results of the research information that researchers obtained from in-depth interviews with Atiqa Khairunnisa the owner of the business and Atika Nisha Almatini as a florist assistant, in this case, provides planning stages in carrying out promotional strategies and chooses Instagram as a promotional medium because Instagram is straightforward to spread promotions in using features that can be used for promotions to followers and non-followers since 2019. (interview on February 28, 2024)

A promotional strategy is a series of activities planned to influence and motivate consumers to buy products to increase sales. Kaninara Florist uses this strategy through Instagram to introduce and promote products or services. Kaninara Florist, when facing challenges, can build good branding and attract followers with uploaded content. Business owners carry out several stages to understand the exemplary service and analyze its advantages and disadvantages so that promotional strategies can support increased sales. With a plan designed to attract consumers, Kaninara Florist strives to be a business that continues to grow amidst current competition.

3.1. Promotion Planning

The first stage in strategy is planning, which includes a description of the message and objectives to ensure the message is conveyed to consumers. Planning is the preparation of actions to achieve goals and serves as a guide (DR. Taufiqurokhan, S.Sos., 2008). Kaninara Florist must determine short-term and long-term goals and the tools to be used, considering economic, social, and marketing aspects and available resources. This can be done so that promotions run effectively. Before the promotion, Kaninara Florist carried out various plans, including:

Identify the Kaninara Florist Market. (1) Geographic Segmentation: Kaninara Florist customers come from Yogyakarta because this flower shop is in Jl. Kaliurang, Yogyakarta. (2) Demographic Segmentation: Customers aged 14 to 25 years, including teenagers and productive ages such as high school and college students. (2) Psychographic Segmentation: Giving flowers as a gift on special days is part of your lifestyle because flowers can represent feelings of pride, joy, etc.

Promotion Strategy Stages. In planning Kaninara Florist's Instagram promotion strategy to increase sales in 2023, focusing on the theory of (Armando Hasibuan et al., 2023), There are several essential steps to create effective communication and promotion through several stages, including:

Designing Marketing Communication Objectives. Marketing communications aim to build good relationships between business owners and potential buyers, with the most effective step being education (Widyastuti, 2017). Kaninara Florist implements this by creating free educational video tutorials, such as "Making Flower Ice Cream with Pear Paper" and "Let's Learn the Names of Flowers and Their Meanings." This video provides information and education to strengthen relationships with customers.

Forming the right Resource Team. Companies must have a high-quality social media team for an effective promotional strategy, including a strict selection of human resources, communication skills, adaptation, and support through investment in facilities and training (Armando Hasibuan et al., 2023). Kaninara Florist needs to meet these characteristics because a social media team with relevant backgrounds is needed, and the business owner and his assistants still hold social media duties. When receiving many orders, Kaninara Florist uses the services of external social media specialists to create content, such as Eid hamper content. According to (Utomo, 2022), having the right social media team is the goal of an ideal promotional strategy, and relying on external services for content creation is not enough for overall social media management.

Designing messages through content. Social media is essential for attracting followers' attention and expanding market share with engaging, entertaining, and value-added content (Kurniawan, 2017). Kaninara Florist holds a flower arranging class in collaboration with @cheesecake.expert and @kaktuscoffee, including details of the event to expand the market and providing product information such as stating the day, date, location, time, and price for registering for the flower arranging class and the facilities available when attending the class. This aims to convey information about the products sold by Kaninara Florist. According to (Machfoedz, 2010), content should focus on the product and consumer concerns with accurate information and attractive images.

Kaninara Florist also posts humorous content in its Instagram feed. This strategy not only aims to increase brand awareness and consumer loyalty but also to attract the attention of a wider audience. By presenting entertaining, humorous posts, Kaninara Florist tries to create deeper engagement with its followers so that consumers feel more connected and motivated to continue following the latest developments from Kaninara Florist. Through this post, Kaninara Florist hopes to build a better and more enjoyable relationship with its followers, which will ultimately have a positive impact on business growth and customer satisfaction.

Applying Content with Engagement. An effective social media strategy requires good engagement with the audience and adapting to changing conditions to maintain dynamics. Companies must interact with customers as partners, not just as brands, by communicating intimately and empathetically. Kaninara Florist increases engagement by utilizing Instagram features, including:

Instagram story question box. Kaninara Florist uses story content with question boxes to interact with its followers, for example, with questions regarding the choice of takjil for breaking the fast. Followers choose an answer from the given options, and Kaninara Florist responds with a floral background image according to the follower's answer. According to (Ayustien, 2022), This strategy can increase positive engagement and improve the image among followers.

Reels. Kaninara Florist utilizes the Instagram reel feature to increase engagement with exciting video content, such as "It Can Be This Cheap" and "Types of Flowers Based on the Zodiac." This content attracts followers' attention because it is packaged informatively and has many viewers, which contributes to increasing Instagram engagement. According to (Sagiyanto & Anwar, 2023) The reel feature is an attraction that helps in business development with interesting, creative, and unique content, which can attract consumer interest and positively impact engagement, such as many likes, comments, and viewers.

Hastag. Kaninara in uploading content in photos or videos uses hashtags such as #floristjogja #bouketmurahjogja #bouquetjogja #wisudaugm #bouketvalentinejogja. As explained (Mahmudah & Rahayu, 2020) the function of hashtags on Instagram is not much different from social media twitter, using hashtags lets users go directly to the topic they want to see and are easy to find. These hashtags will undoubtedly be very much needed and beneficial in spreading information through post content, including popular hashtags in the caption to speed up disseminating information.

Determine Communication Channels. Kaninara Florist uses Instagram as a non-personal communication channel for promotions to its audience because it is considered the easiest and most effective. I believe (Armando Hasibuan et al., 2023) that companies are more likely to communicate via social media, such as Instagram, to achieve marketing goals with more effective methods. Using Instagram, Kaninara Florist has implemented characteristics to determine effective communication channels for promoting its products.

In determining the right communication channels, in this case a promotional mix to select effective communication channels, which involve elements such as advertising, personal selling, sales promotions, public relations, and direct marketing. Selecting the right communication channels helps achieve marketing goals, including increasing brand awareness, influencing consumer attitudes, and driving purchasing decisions (Rafa'al, 2017):

Online Advertising. Advertising is a promotion that uses various media to convey messages to a broader audience, supported by sponsors. On social media platforms like Instagram, images and videos can attract attention and encourage purchasing action (Nuvia Ningsih et al., 2020). Kaninara Florist has succeeded in using informative content, including flower bouquet content that suits the department, through Instagram Stories that invite customers to buy. When the content created does

not achieve the desired increase in interaction, Kaninara Florist uses the Instagram Ads feature to increase public awareness and trust in its products. By utilizing Instagram features.

Online Personal selling. Personal Selling is individual communication where the seller helps prospective buyers purchase products or services through face-to-face and communication media to develop consumer understanding so that they can carry out the buying and selling process (Tjjiptono & Fandy, 2015). Kaninara Florist implements personal Selling by communicating directly with its followers, using persuasive captions such as "So when are you stopping by Kaninara? Sis, florist, and admin, wait, okay?" Then Kaninara's Selling is done in an informative form, namely by providing the caption "Hurry up and save it for inspiration if you want to buy flowers hihi." Kaninara Florist also interacts with followers through the comments column on the content post; for example, "When followers ask Kaninara Florist for prices, they respond with "Hi, Sis, you can contact us directly on WhatsApp for price details." In this case, it develops customer understanding so that they can buy and sell the products offered by the objectives of the personal selling activity.

Online Public Relations (PR). Publicity is a technique in public relations programs that places news about an organization or its products in the mass media. Kaninara Florist uses help from the media and the public to support its promotions, aiming to attract visitors and increase revenue (Rafa'al, 2017). One of the keys to success in increasing sales is collaborating with coffee shops, as is done with Saccaluna, where Kaninara provides flower classes. In contrast, the coffee shop provides space and drinks. According to Kotler and Armstrong (Yunita & Handayani, 2018), Publicity is a program to promote a company, strengthen relationships, and protect the company's image through good individual communication. In this case, Kaninara Florist can collaborate with the Reviva Land event to increase positive attention and get more attention from those who attend the event.

Online Sales Promotion. *Sales promotion* is an activity that provides discounts or bonuses as incentives for customers who buy products. Promotions such as significant discounts or additional bonuses are often found at certain times (Nuvia Ningsih et al., 2020). For example, Kaninara Florist gives discounts on big holidays such as Independence Day with a discount of IDR 17,000 for sure bouquets, and also often gives discounts of 25% for two days during busy graduation times. This aims to increase customer interest and encourage purchases, increasing sales and customer loyalty. Kaninara Florist has adapted this strategy according to its goal of attracting more customers.

Online Direct Marketing. Direct marketing is a way for companies to interact directly with target consumers to generate responses with followers and build long-term relationships. One example is through the DM or Direct Message feature, where Kaninara Florist answers customer questions regarding workshop prices. In this case, direct messages can interact directly with customers without intermediaries and focus on Instagram social media. according to the statement (Rafa'al, 2017) this promotion is non-public and only shown to certain people.

Detailing Budget in Marketing Communcations. Determining the promotional budget is very important for a company's financial management. Promotions must be within the available budget so that promotional activities are practical and smooth (Nuvia Ningsih et al., 2020). Kaninara florist sets a budget every time it uses promotions through paid media. However, the budget issued by Kaninara Florist is adjusted according to financial capabilities. It is not fixed permanently because it is more in line with the objectives of the promotion being carried out and, of course, remains in accordance with Kaninara Florist's finances.

Evaluation. After implementing a promotion, it is important to conduct an evaluation to assess its success. According to Kotler & Armstrong, evaluation is usually done by comparing sales levels before, during and after the promotion. Kaninara Florist carries out a comprehensive evaluation of the planning and implementation of promotional strategies as well as feedback regarding promotional success. However, Kaninara has not set a specific monthly target number and is only comparing this month's content with the previous month. It is recommended that Kaninara set more specific promotional strategy goals through appropriate social media. Evaluations are carried out twice every month, involving all employees and led by the owner of Kaninara Florist. This process helps measure the success of promotional strategies and often leads to new innovations for future strategies.

Instagram as a promotional medium. Social media is the primary source of information for millennials in Indonesia, with Instagram as a favorite choice because of its photo and video-sharing

features and interaction through likes and comments. Publications on Instagram can be shared on other platforms and include locations, making it easier for sales to go viral (Antasari & Pratiwi, 2022). Since its founding, Instagram has helped shape one's self-image with many followers and has constantly updated its services to meet user needs, including socialization and agency promotion. Kaninara Florist uses various Instagram features to help promote its business account.

Profile and Bio. The Instagram profile feature helps businesses provide crucial information such as company name, location, operating hours, and customer reviews. Kaninara Florist utilizes this feature to optimize its profile, making it easier for users to find their accounts. **Instagram Stories Feature.** Instagram Stories are popular for promotion in Indonesia, with the country being the largest creator of Stories in the world. Business actors, including Kaninara Florist, use Stories to create exciting content, interact with customers, and share atmosphere and information. Kaninara Florist also uses Stories to repost from followers who visit or buy their products.

Caption. The caption feature on Instagram makes it easier for business people to explain promotions or other information. Interesting captions, for example, provide information on several examples of flower bouquets in the shop, inviting followers to visit the Kaninara Florist offline store, and humorous captions uploaded by Kaninara Florist can attract followers' attention to read the complete message. With this, Kaninara Florist uses captions to convey information that adapts photo and video uploads to simple language so that it is easy for followers to understand. **Comment.** Instagram's comments feature allows users to respond to posts and mention other users with the @ sign, and it facilitates fast and transparent two-way communication. Kaninara Florist utilizes this feature to respond quickly to followers' comments, questions, suggestions, or complaints, making it easier to interact directly and see responses from other users. **Hashtag.** Users use the Instagram feature of the hashtag symbol (#) to publish and promote content, increase visibility, and make it easier to find relevant content. Kaninara Florist utilizes the hashtag feature to organize content related to the activities and promotions, such as #Kainaraflorist, #buketjogja, #buketwisuda, and #kaninaravalentine. This helps group content and makes it easier for followers to find the information they seek.

Like. The like feature can show followers to give appreciation with a like sign via a like sign in the bottom right corner of a photo or video. This is one of the Instagram features used by Kaninara Florist. When Kaninara Florist uploads an image, followers can give a like by double-tapping on the photo or video. This allows Kaninara Florist to see positive responses from followers to uploaded content. **Geotagging (Location Tag).** Geotagging is the addition of location information to the point of sale that allows followers to know the specific location at the end of the sale. Kaninara Florist uses this geotagging feature in its posts to inform followers about Kaninara Florist's sales locations.

In Kaninara Florist's promotional strategy, planning is a critical initial stage. This involves determining short-term and long-term goals and the tools to be used, considering economic, social, and marketing aspects. Then, Kaninara Florist identified markets with precise geographic, demographic, and psychographic segmentation. The application of theory from Armando Hasibuan et al. (2023) helps Kaninara Florist design effective marketing communications through educational and exciting content such as video tutorials. However, there are still challenges in assembling the right social media team, which impacts the effectiveness of their strategy.

Besides that, Kaninara Florist actively uses Instagram as the primary communication channel for online promotions. They utilize Instagram features such as Stories, Reels, and hashtags to increase engagement with their followers. In this case, Kaninara Florist applies the promotional mix concept by combining online advertising, personal selling, public relations, sales promotions, and direct marketing to achieve its marketing objectives. Each promotional step is evaluated periodically to initiate success and make strategy improvements. Therefore, Kaninara Florist continues to develop and optimize strategies on social media platforms to increase market potential and customer loyalty.

4. Conclusion

Based on the research conducted, it can be concluded that Kaninara Florist first conducted research to analyze competitors' strategies before carrying out promotions. By understanding the

results of this research, Kaninara Florist can formulate a more practical approach. In addition, they can set educational and informative marketing communication objectives and use reels to attract consumer attention. Due to difficulties in finding a suitable team, Kaninara Florist temporarily used the services of a social media specialist. In creating its content, Kaninara Florist focuses on presenting accurate and exciting information per current trends on social media.

In this case, Kaninara Florist is applying Content to increase engagement, namely using the "Question Box" feature on Instagram Stories, Content on Instagram Reels, and hashtags to expand reach. Furthermore, in determining communication channels, Kaninara Florist utilizes a promotional mix, namely online advertising, utilizing various Instagram features such as ads to increase Content and consumer awareness and personal selling through persuasive and informative captions. At the same time, the public relations used by Kaninara Florist collaborates with various external parties to strengthen company relations and introduce the company to the community. Then, Sales promotion provides discounts for sales promotions and direct marketing to reach Kaninara Florist products to customers without intermediaries through the direct message feature on Instagram. In promoting Kaninara Florist, determine a promotional budget adjusted to the promotion type and financial capabilities without setting a permanent budget. In this case, Kaninara Florist carries out an evaluation twice a month by comparing the sales results of the previous and current months to measure the effectiveness of the promotional strategy. Kaninara Florist tries to increase its promotions with a planned and measurable promotional strategy.

The research results show that promotional strategies include 1) designing messages through content, 2) increasing engagement with question box, reels, and hashtag features, 3) determining communication channels such as online advertising, online personal selling, online public relations, online sales promotion, and online direct marketing and also Kaninara Florist use features on Instagram as a marketing communication strategy. Using this feature can help Kaninara Florist increase engagement so that it has the potential to increase sales.

In achieving the desired goals, it is important to create an organized content plan. Uploading content on Instagram needs to have a clear timeline and consistency so that Kaninara Florist's Instagram feed is neater and more attractive to its followers. Regular content will make it easier to convey information about the Kaninara Florist brand to its followers. It is recommended to form a creative division that develops promotional strategies, because the responsibility for promotional activities involves several positions at Kaninara Florist. For further research, it is recommended to use quantitative methods so that readers can see the results from a different point of view.

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