



@Promodazzle marketing communication strategy in increasing consumer buying interest

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ABSTRACT

Keywords

Consumer Buying Interest
Marketing Communication Strategy
Social Media

The increasing growth of the internet in Indonesia can change the way companies market their products. Marketing activities that use the internet can be known as internet marketing. With easy internet access, many companies now use social media to carry out sales functions as promotional media. Dazzle is one of the companies that has used social media to introduce its products and continues to strive to attract people's buying interest through marketing communication strategies. The method used in this research is a descriptive method with a qualitative approach. The activities carried out in this research method are data collection through several stages such as observation, interviews and documentation. The results of this research are that the Dazzle company carries out a marketing communication strategy through first, advertising carried out by offline media using LED boards and demo units, while online media uses social media such as TikTok, Instagram, Whatsapp. Second, sales promotion in the form of discounts, bundling, giveaways and pwp via Instagram accounts and holding games in each area. Third, public relations by collaborating with youth organizations, UKM, campus organizations and the media. Fourth, personal selling is carried out via WhatsApp to ask for complaints and provide tips and tricks when using the product. Dazzle also implements a chat SOP using emojis to interact with consumers. Fifth, direct marketing in the form of services provided in accordance with the SOP for implementing 5S and the criticism and suggestion column available in the Instagram bio.

1. Introduction

In today's modern times, all activities cannot escape the internet. Increasing economic growth causes business competition not only to emphasize product quality but companies must also follow the marketing era which is the main focus in product sales (Al-Dawalibi et al., 2020). Tight business competition makes entrepreneurs have to think about finding innovations and creative ideas so as not to lose in the business world (Ambar & Sari, 2021). Opportunities to open businesses in various fields in the current era are numerous. One of them is the cellphone and computer accessories business. Business opportunities for the field of cellphone and computer accessories will always be open and even increase with the increasing need for cellphones in today's society (Mahajan, 2016). Businesses in the field of mobile phone and computer accessories include promising businesses in the territory of Indonesia, especially Yogyakarta (Akhyani, 2020). This is because cellphone and computer accessories are items that are much needed by the community, especially students, besides that the need will increase along with technological developments. The city of Yogyakarta is known as a student city where every year there will be new students who come from various parts of Indonesia, making one of the advantages of opening a business in this field (Faradies, 2020).

One way to compete with other entrepreneurs in the field of cellphone and computer accessories, especially in the city of Yogyakarta, is to introduce products to the public (Griffin et al., 2018). With product introduction, our products will more easily reach the desired target market. It should be noted for entrepreneurs in this field to have a strategy in product introduction to consumers (Fibri & Frøst, 2019). The marketing strategy that many industries try is to carry out marketing distribution or commonly called the marketing mix and marketing communication. The marketing mix is a strategy that the industry tries to include ensuring a master plan as well as recognizing and creating a satisfactory product service (presentation) in a certain market segment where the market segment has been used as a target market for products that have been launched to attract consumers so that the buying process is established (Qinyu & Zhuang, 2023). According to Kennedy and Soemanagara explained, marketing communication activities are marketing activities that use communication techniques that play a role in providing data to many people so that industry goals are achieved and there is an increase in revenue for the use of services or the purchase of products offered (Nurendah, 2015).

Marketing activities that have used the internet are commonly known as internet marketing or internet marketing (Daud & Khairunnisa, 2021). With the creation of internet marketing, marketers only upload videos and product images and increase prices and descriptions of objects. It can make it easier for potential customers to sort and sort objects through these uploads. Currently, there are many various mixes of marketing communications that use the internet, namely creating individual websites or applications on smartphones and using social media networks. Easy access to the internet, now many companies are using social media to carry out sales functions as promotional media. The increasing growth of the internet in Indonesia can change the way companies market products. It can be proven by the number of companies marketing their products via the internet rather than through advertisements on television or print. The customer's decision to buy an item is usually influenced by the need to consume the product. In addition, there are several reasons beyond customer needs in making buying decisions, namely the willingness to try new products, or curiosity about products whose advertisements are often sticking out. Based on this speculation, business owners began to strengthen themselves with consumers through a promotion in the form of making advertisements for both print and electronic media (Diansyah & Nurmalasari, 2017).

In Instagram, there are various interesting features such as likes and comments provided on each photo. On Instagram itself there is also a mechanism of followers and following. Users who have many followers are considered more influential than those who follow other accounts more. One of the social media that is widely used as a product marketing medium is Instagram. The number of companies that utilize Instagram as a place to market products and build interactions with consumers. Advertising products on social media is an alternative to minimize the amount of spending on promotional costs because it is cheaper, easier, and more efficient in obtaining potential customers directly with a wide area coverage, compared to through print, audio, and audiovisual media. In Hootsuite Social Trends 2021 reported through <https://entrepreneur.bisnis.com/> the survey found that there are two media platforms that have the highest percentage of direct to target markets, namely Facebook at 78% followed by Instagram at 70%. Based on this data, Instagram as social media is widely used for marketing purposes. The forms of product marketing that are widely tried are very diverse, starting from using the free services provided by Instagram. The Instagram account @promodazzle is one that uses Instagram services to be utilized for business purposes. Dazzle uses Instagram as a marketing medium to reach more and wider consumers. The strategy tried by Dazzle on Instagram is unique and interesting. Posting photos of products that are being promoted on that day only. The promos that have been given from the @promodazzle Instagram account are in the form of discounts. Although the promotion was only carried out with social media, it succeeded in attracting consumer interest in owning the product. It is not uncommon for promotional products to run out before the validity period. This makes researchers interested in conducting further research,

when an industry carries out product marketing by advertising on social media without a marketing mix such as personal selling but the product is selling well. The success of promotion through social media has to do with marketing communication strategies. Strategies about creating efficient advertising messages and attracting consumer buying attention uploaded to the @promodazzle social media account. Marketing communication strategy is one of the creative actions related to the company's efforts to achieve the target market in attracting consumer buying interest. From the explanation above, the researcher is interested in conducting a study to find out the Marketing Communication Strategy @Promodazzle in Increasing Consumer Buying Interest.

2. Method

This research uses a qualitative method which aims to analyze, search for and manage events that occur directly in the field. According to Denzin and Lincoln in (Anggito Albi, 2018), qualitative research is research that uses a natural setting with the intention of interpreting phenomena that occur and is carried out by involving various existing methods.

1. Type of Research

This type of research is descriptive qualitative. According to Sugiyono, qualitative research methods are research based on the positivism philosophy used to research on natural object conditions (as opposed to experiments) where researchers are key instruments, sampling of data sources using triangulation techniques, data analysis is inductive / qualitative, and research results emphasize meaning rather than generalization (Sugiyono & Lestari, 2021).

Research on @promodazzle's marketing communication strategy in increasing consumer buying interest will use descriptive qualitative research. This research will explain how @promodazzle's marketing communication strategy takes steps to increase consumer buying interest.

2. Data Collection Technique

In collecting the data needed in research on @promodazzle marketing communication strategies in increasing consumer buying interest, researchers use the following data collection:

a. Interview

The definition of interviews according to Lincoln and Guba (in Moleong, 2014: 186 - 189) is that interviews are used to describe people, organizations, events, motivations, feelings, and demands and concerns. Interviews conducted in this study by asking structured questions, because researchers use interview guides that are arranged systematically and completely to collect data. This interview is open-ended.

b. Observation

Sutrisno in (Sarifudin et al., 2020) explains that observation is a systematic observation and recording of a real indication on the object of research. Observation can be interpreted as observing the activities carried out by the object from up close afterwards recording it systematically.

3. Data Analysis Technique

According to Sugiyono, information analysis is the process of systematically searching and compiling information obtained from interviews, field notes by organizing information, breaking it down into units, carrying out synthesis, compiling into patterns, sorting out what is meaningful and what to study, and making conclusions so that it is easily understood by oneself and others (Sugiyono, 2017). There are also steps in the method of analyzing information in this research:

a. Data reduction

Data reduction is started by explaining, sorting out the main and meaningful things, then focusing on important things from information obtained from the field and need to be recorded carefully and in detail. Through data reduction, we want to share a clearer picture of the research results.

b. Display data (Presentation of data)

Data display is done by showing data simply in the form of brief descriptions, graphs, matrices which are intended so that information can be collected and mastered by researchers. Conclusion drawing and verification. Conclusions are drawn by finding the meaning of the data that has been presented. From these data, conclusions are drawn and these conclusions are verified and tested for validity.

4. Data Validation Technique

The technique used by researchers to test data validation is the triangulation technique. The triangulation technique is defined as checking data from various sources in various ways and times (Sugiyono & Lestari, 2021). Researchers test credibility by comparing the results of interviews with different informants or sources as a comparison to check the truth of the information.

5. Theory

Marketing communication is a tool used by the industry to persuade, inform and emphasize consumers about a product. One of the functions of marketing communication for consumers. Consumers can recognize the existence of a product, what the product was created for and who the product is made for (Visser et al., 2021). Therefore, the message to be informed must display meaningful data about the product. Marketing communication serves an important function in the industry's expertise to innovate (Prathisara & Masduki, 2023). Success in marketing communications is to share a competitive response through offering added value to customers. Nowadays marketing communication is a major requirement for the goods and services industry (Soedarsono et al., 2020).

Marketing communications can be done through various media that aim to inform, persuade and use a product. Here are the types:

- a. Advertising. Advertising is a type of marketing communication that is paid and represents the characteristics of the industry for a product. Can influence both individuals and companies to use the product.
- b. Sales promotion. Sales promotion is an activity that has a short duration that is paid and unpaid. Has the aim of presenting, persuading, and building the brand of a product.
- c. Public relations. Public relations or public relations are activities organized to bring products to citizens directly. Activities are designed for promotion and are used directly for service to citizens.
- d. Direct marketing. Direct marketing is the activity of persuading and targeting customers through active communication. Communication is tried by phone, email, or message with the aim of recognizing the immediate reaction of customers.
- e. Personal selling. Personal marketing is an activity that is tried directly by meeting customers through special meetings or online with the aim of increasing understanding and building an image until consumers make purchases of products.

3. Result and Discussion

In this chapter the author will explain a number of data and research results that the author has conducted regarding @promodazzle's marketing communication strategy in increasing consumer buying interest. The problem that the author examines is a description of the form of marketing communication strategies carried out by Dazzle in attracting consumer interest through advertising, sales promotion, public relations, direct marketing, and personal selling so that company goals can be achieved.

In this study, the data collection process was carried out through interviews with Dazzle's marketing manager. In addition, the author made observations during the research and documentation in the form of photographs or images. In the stage of describing this research data, it is carried out sequentially in accordance with the research framework contained in the previous chapter by the researcher.

3.1. Presenting the Results

Marketing Communication Strategy : Advertising is a strategy used by companies to promote a product or service. "The advertising methods used are offline and online. For offline media we use led boards and demo units. For online media we use social media such as TikTok, Instagram, WhatsApp stories. The market segmentation is for ages 14-35 years. We also often collaborate with other accounts. Every day we do advertising by posting on Instagram. For the led board, we do revisualing every 4 months." In the marketing communication strategy through advertising, Dazzle uses advertisements in the form of led boards that are installed in front and behind the store with the aim of introducing the products sold. Advertisements are also paired through social media Instagram and TikTok by creating content every day and building good relationships with social media creators in helping advertise programs or promotions provided by Dazzle. Installing videos about the products sold and then uploading them on Instagram and TikTok is a form of social media utilization. Advertising on social media is easier and cheaper. However, the disadvantage of this method is that consumers cannot hold and try the product. Offline methods also have disadvantages such as consumers having to come to the store but consumers can directly try the products offered.

Sales promotion as one of the strategies of the company in selling a product or service that is used to influence potential customers. Sales promotions usually include discounts or gifts from companies given to consumers with applicable terms and conditions from the company.

"There are discounts that we do regularly with a time interval of one product a week. Usually the items that are hype are directly promoted. That's what looks dazzle cheaper. When people compare with other stores and the internet we have to be cheaper than them. The promotions we do are in the form of bundling, PWP (parkis with parkis), the existence of events can attract consumers to buy products at Dazzle. holding events every both is rich both robots hold a dege switch game so that every winner and loser gets a prize. gifts, in dazzle stalls there is a discount for every purchase of three free aice."

Based on the results of interviews and observations conducted by researchers, the results are the same regarding the promotions carried out. Dazzle uses Instagram social media to introduce and offer promoted products. One of the advantages of creating events at each event is that it gives a good image and becomes a characteristic that only exists in Dazzle. In addition, it can also persuade consumers to make purchases related to the products offered and then buy again and attract the attention of many consumers to come to the store.

Public relations is a company's effort to maintain good relations with the community to get a positive image. "Dazzle collaborates with youth organizations, UKM, campus organizations such as robotic and environmental lovers, computer entrepreneur associations. There is no cooperation with the media because we make Dazzle the media. We used to have free oil sharing events when oil was on the rise, we also held bazaars and tents were provided from our side. Sunday morning (sunmor) events and free soup eating events. During corona, we also rent oxymeters for those who need them for free. There are also product photos with fostered partners so that your products can be photographed by professional photographers there we also provide education on how to photograph products using cellphones the results are not inferior to professional cameras "

Based on the results of interviews and observations, the events held by Dazzle have created a good image in the community because they can help the community and more and more people recognize Dazzle through the event. With cooperation, it can foster harmonious relationships with its public and make a direct approach to the community a good strategy in marketing.

Personal selling is a promotional activity by doing it personally or personally between the seller and the buyer. Personal selling is usually if you have a close relationship. "Dazzle has several positions, there are frontliners who look after household appliances that are not required to attract customers. There are cellphone sales promoters, usually they look for acquaintances with people. Our form of personal selling is doing CRM (customer relationship management) after people buy products we ask about obstacles and complaints during the use of these products. Usually one month we monitor through WhatsApp. The disadvantages of personal selling must be painstaking because we talk to each person. If on WhatsApp there are still shortcomings such as tone, intonation Body

language is also not conveyed, that's why here there is an SOP chat with emoticons so that there is no misunderstanding "

Based on the results of interviews and observations conducted, Dazzle approaches consumers in providing an explanation of the advantages of the products offered and provides several options to help consumers. Usually carried out by the sales team of mobile phone goods and mobile phone accessories in persuading and understanding consumer needs. Dazzle implements SOP chat using emojis as an obligation to interact with consumers and build a positive image of the company. Personal selling is done through WhatsApp by asking about obstacles, complaints, and providing tips and tricks during product usage. This strategy is quite effective in applying to Dazzle to provide a positive image and attract potential customers to buy the products offered. Communication that is two-way and innovatively packaged gives the impression of comfort to consumers and feels satisfied with the services received.

Direct marketing is direct communication with consumers aimed at obtaining direct responses from consumers and knowing what consumers want. "The form of direct marketing carried out by Dazzle is a demo in front of the store such as dance and songs that can attract consumers to come to the store. For criticism and suggestions from consumers, we provide services via Instagram and WhatsApp which are listed in the bio of @promodazzle Instagram and there is also a face-to-face system so that customers can directly convey the items they want to order directly."

From some of the results of interviews and observations that researchers conducted, they explained about buying interest in products from Dazzle, namely the quality of products that are safe and preferred, the services provided are in accordance with the SOP by applying 5S (Smile, Greeting, Greeting, Polite, and Courteous) so that consumers or customers will be interested in visiting again. This strategy is considered more effective because it is able to interact by utilizing various media platforms as a means of communication. Like Dazzle to consumers and potential consumers, they interact through media platforms, namely Instagram, TikTok and WhatsApp.

3.2. Create a Discussion

In the discussion related to research results, researchers have collected information that has been described through interviews and other data sources. In this chapter, researchers will describe and analyze the results of research that researchers have conducted regarding marketing communication strategies in attracting consumer buying interest carried out by Dazzle as a company that works in the field of mobile phone accessories.

1. Advertising

Dazzle conducts marketing strategies through advertising, Dazzle uses the strategy of installing led boards at the front and back of the store, conducting unit demos that can make it easier for consumers to try products before buying, pairing brands to advertise on Instagram, Facebook, and TikTok media platforms, then establishing relationships with creators on the Instagram media platform to disseminate information about Dazzle's activities and products to a wide audience.

Based on the description above, the advertising carried out by Dazzle is quite effective because social media can help companies promote and introduce brands to the public. The form of communication of Dazzle staff personally with the demo unit aims to convey and explain the product to consumers clearly and easily understood so that there is interest in buying the product. It's just that Dazzle must be even broader in looking for promotional ideas through advertising, such as utilizing celebrities to promote products by posting on celebrity accounts that have many followers, so that the promoted products will automatically be known more widely. Moreover, business competition this time uses social media, so companies must be able to take advantage of the platform in creating promotional content that is packaged effectively.

2. Sales Promotion

In the sales promotion strategy Dazzle uses discounts, bundling, PWP, giveaways with applicable terms and conditions. Some promo programs are advertised through social media and the content displayed is not only in the form of photos of goods but there are videos that explain in more detail about the product. The copywriting used can also persuade consumers to buy the product. The company must always be prepared to face obstacles in work operations and losses if at any time a

problem occurs. With the promotion carried out by Dazzle, it is an effort for the business to keep running and the use of media as a promotion also makes it easier for consumers to find out information.

One of the programs carried out succeeded in attracting consumer buying interest, namely September be Better, so that Dazzle carried out the promotion until every September. The products promoted are household appliances. This promotion is targeted at housewives and students, because it suits their needs. In carrying out promotions, Dazzle determines the target marketing to be addressed and provides relevant marketing strategies. When the company already understands the intended target and determines promotions that are not only profitable for consumers, but also profitable for the company. Utilizing promotions with the aim of increasing the number of followers on Instagram @promodazzle is a creative marketing idea.

Researchers argue that this promotional strategy is very effective with discounts with applicable conditions and easy to do, which greatly affects the arrival and number of sales from consumers. In this era, ideas and innovations are needed so that the company remains stable in order to minimize losses.

3. Public Relation

This public relations strategy is an effort to maintain good relations with the community so that the company gets a positive image. The events carried out by dazzle in this case really help the surrounding community such as distributing free soup, free UMKM bazaar, collaborating with youth organizations and several campus organizations. These activities have created a good image in the community because they can help the community and more and more people recognize dazzle through these events.

Good public relations are also carried out to Dazzle consumers through two-way service and interaction when making offers, because direct communication will provide direct feedback to the Company. In addition, the Company also opens suggestions for criticism and suggestions for consumers who want to provide messages in terms of service and quality of products presented, because consumers are the benchmark for the success of Dazzle's marketing communication strategy. According to researchers, the form of public relations strategy in conducting relationships with the community is very effective in addition to building a positive image in the community can also increase sales and introduce potential customers' products through two-way communication.

4. Personal Selling

In Dazzle's personal selling strategy, which is an approach to consumers in explaining the advantages of the products offered and helping consumers make choices. Usually done by salespeople in understanding consumer needs and communicating offers by persuading. Dazzle applies the 5S attitude (Smile, Greeting, Greeting, Polite, Polite) as an obligation in the SOP to be the first step in building a positive image of the company. Personal selling is done face-to-face and the interaction is to inform the available products in an innovative and digestible manner. Before carrying out work operations, employees are required to understand the products offered or promotions held by Dazzle, so that potential customers are satisfied with the information provided by employees. In addition, with the implementation of CRM, Dazzle applies SOP chat using emoticons to give a polite impression to consumers. Personal selling is done via Whatsapp by asking about obstacles, complaints, and providing tips and tricks during product usage.

According to researchers, this strategy is quite effective in applying to Dazzle to provide a positive image and attract potential customers to buy the products offered. Communication that is two-way and innovatively packaged gives the impression of comfort to consumers and feels satisfied with the services received so that consumers want to buy the product again.

5. Direct Marketing

In the strategy through direct marketing, which is a marketing technique used by a company to maintain and establish direct communication with its customers. This strategy is considered more effective because it is able to interact by utilizing various media platforms as a means of communication. Like Dazzle to consumers and potential customers interacting through media platforms, namely Instagram and WhatsApp. When there are criticisms and suggestions given by consumers in the comments column and direct messages, the admin will respond immediately and can also contact directly via the WhatsApp number listed. To carry out the promotion, Dazzle delivers

message information through Instagram and TikTok because from these two platforms there are liking and comment features which will later be seen regarding whether or not the audience is enthusiastic in responding to the content uploaded by the Dazzle account.

In Dazzle's marketing strategy, communication through the media has a considerable influence, because information will be easily spread and accessed by potential customers. The party from Dazzle is also quite painstaking in providing answers and information regarding questions from the Dazzle audience on social media. From some of the results of interviews and observations that researchers conducted, they explained about buying interest in products from Dazzle, namely product quality, events and promos held, services provided in accordance with SOP, then providing an easy place to find the products needed.

According to researchers, marketing strategies through direct marketing are very effective. With the existence of social media, it makes it easier for companies to maintain good relations with consumers through the responses given by followers of the @promodazzle Instagram account and promotions through content uploaded on Instagram and TikTok.

4. Conclusion

Based on the research that the author has done in regarding @Promodazzle's marketing communication strategy in attracting consumer buying interest, the author can draw conclusions in accordance with the data that has been obtained from the analysis carried out. Therefore, from the results of the research and discussion that has been presented, the following conclusions can be drawn:

The strategy carried out by the Dazzle company to attract people's buying interest by maintaining good relations with consumers through social media, being open in receiving criticism and suggestions as feedback from consumers, providing services through 5S, improving product quality, conducting attractive promotions through content on social media, and providing a comfortable place for consumers. Dazzle always provides new innovations in creating unique and anti-hassle programs so that followers on Instagram increase and many consumers come to the Dazzle store.

Dazzle advertises products through offline and online ways. Offline methods such as installing led boards and demo units that can attract consumer buying interest. Online methods such as working with social media creators to introduce their products and create interesting content on social media and unique copywriting that can make consumers interested in buying products. Dazzle has carried out a marketing communication strategy well in accordance with the aspects listed so that the business continues to run despite many competitors. Dazzle is able to maintain consumer buying interest by paying attention to advertising, sales promotion, public relations, personal selling, and direct marketing to achieve the expected target.

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