



Optimizing Digital Marketing Communication Strategies: A Case Study of the @Indibiz.Yogyakarta Instagram Account in Attracting Consumer Interest

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ABSTRACT

Keywords:

Digital marketing
4P
PT Telkom DIY

This study examines the digital marketing communication strategy used by PT Telkom DIY's @indibiz.yogyakarta Instagram account to attract consumer interest. This research addresses a gap in understanding how Instagram-specific features such as hashtags, captions, and stories can be optimized to increase consumer engagement, especially in the local context of Yogyakarta. Using qualitative descriptive methods, data was collected through in-depth interviews and direct observation of the account's activity. This study uses the 4Ps (Product, Price, Place, Promotion) framework to evaluate the effectiveness of these strategies. The results showed that incorporating local cultural narratives into product promotions strengthened emotional connections with consumers. In addition, transparent pricing, ease of access online, and creative visual content positively influence purchasing decisions. Partnering with local micro-influencers and interactive campaigns, such as contests, also increases brand visibility and consumer loyalty. This research provides insights into optimizing digital marketing on Instagram, especially in markets that have cultural peculiarities.

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1. Introduction

The development of digital technology has significantly changed the way marketing is done, where the internet is becoming a key tool in modern marketing communication strategies. One of the media that has experienced rapid growth in its use for marketing is social media, especially Instagram. With the number of users exceeding 104.8 million in Indonesia in 2023, Instagram is a very attractive platform for companies to reach a wider and more diverse audience. This is mainly because Instagram provides features that support high visual interaction and engagement, such as photos, videos, Instagram Stories, and paid ads (Sagapova et al., 2022). In this case, PT Telkom DIY seeks to increase consumer interest in its products through the @indibiz.yogyakarta Instagram account. As part of its digital marketing strategy, PT Telkom DIY uses Instagram not only as a promotional tool, but also as a means to build two-way relationships with potential customers (Mota-Castillo et al., 2023) In a more interactive way

Companies can create a more immersive customer experience, which will hopefully increase loyalty and sales. In this study, the state of the art shows that the use of social media as a marketing tool has attracted widespread attention from researchers. Research conducted by (Ichsan Nugraha &



Lutfie, n.d.) emphasizes the importance of digital marketing communication through Instagram in increasing sales. They found that marketing communication factors had a 38% influence on sales, which suggests that social media can be effective in increasing product sales. Another study conducted by (Antasari & Pratiwi, 2022) found that Kedai Babak Keroyokan uses a structured marketing communication strategy through Instagram, applying market segmentation and marketing mix, in order to attract potential consumers. Although many studies have been conducted, there is still a research gap that is quite important in understanding how marketing communication strategies through Instagram can be applied effectively in various cultural and demographic contexts (Ha et al., 2020). Previous research has examined the influence of marketing communication on sales, but not much has been examined on how specific elements of Instagram, such as the use of hashtags, captions, and stories, can be improved to increase consumer engagement and interest, especially in the Yogyakarta region with a case study of indibiz Instagram accounts.

Based on this background, this study will focus on the research question: "How can the marketing communication strategy used by the @indibiz.yogyakarta Instagram account attract consumer interest?" The purpose of this study is to analyze and understand the marketing communication strategy implemented by PT Telkom DIY through the @indibiz.yogyakarta Instagram account, as well as evaluate the optimization of the strategy in attracting consumer interest. It is hoped that this research can play a role in the development of communication science, especially in digital marketing in Indonesia, both theoretically and practically. In theory, this study will add information in the literature on marketing communication strategies on social media, especially on the Instagram platform (Castillo-abdul et al., 2022). Practically, it is hoped that the results of this study can be a guideline for companies, especially those operating in Yogyakarta, to maximize the use of social media as an effective marketing tool.

2. Theoretical Framework

2.1. Message Appeal Theory

In the ever-evolving digital age, marketing communication is very important in captivating consumers' attention and interest. The communication marketing theory introduced by Philip Kotler and Gary Armstrong with the 4P approach Product, Price, Place, and Promotion provides a comprehensive framework for evaluating marketing strategies, especially in social media situations such as Instagram (Permatasari et al., 2022). In the analysis of the @indibiz.yogyakarta Instagram account, the application of this 4P model can provide in-depth insights into how effective the communication strategies used to attract and retain customers are.

The first aspect is Product which involves understanding the product or service offered. @indibiz.Yogyakarta has a focus on local products that have distinctive characteristics, not only as consumer goods but also as a symbol of cultural identity. Often the content posted highlights the uniqueness of the product, including the quality and value inherent in the product. By emphasizing the story behind the product, @indibiz.yogyakarta manages to establish an emotional connection with the audience, which is crucial in building consumer loyalty. Next, the Price section is related to competitive and attractive pricing strategies. In digital marketing, @indibiz.yogyakarta uses a price transparency approach in content that provides information. Discount promotions, special offers, or product bundling are often promoted on various platforms to encourage consumers to make purchases immediately by taking advantage of a sense of urgency. By conveying detailed information about the benefits obtained, this account succeeded in creating a positive view from consumers of the prices offered (Purnama, 2020). The Place aspect refers to how the product is accessed by consumers. In the digital age, places to shop are not only limited to physical locations but also involve online platforms (Yaqin et al., 2023). @indibiz.yogyakarta uses Instagram as a platform to interact and make transactions. By using Instagram features such as Instagram Stories and IGTV, they improve the user experience, thus assisting consumers in accessing product information and making purchases more easily. This strategy provides convenience for consumers who prefer to shop online without having to come to a physical store.

Promotion is a very important part of creating awareness and interest (Rina et al., 2023). By using creative communication strategies and engaging content, @indibiz.yogyakarta constantly markets its products consistently. Engaging prominent influencers and working with local communities is an

effective method of increasing exposure and reaching a larger audience. Aesthetically appealing visual content and a strong story can help create a positive brand image and make the product more appealing to consumers. In its digital marketing communication strategy, @indibiz.yogyakarta shows how the 4P model can be utilized optimally to strengthen relationships with consumers. By focusing on quality local products, competitive prices, accessibility through digital platforms, and innovative promotions, this account manages to attract consumer interest and build sustainable loyalty. From this case example, it is clear that effective marketing communication requires a deep understanding of the audience as well as the ability to adapt to changes in consumer behavior in the digital age.

3. Method

The research method used is qualitative descriptive by collecting data through in-depth interviews and direct observation. Therefore, this research not only aims to explain the phenomenon that occurs, but also seeks to provide practical solutions for companies in facing marketing challenges in the digital era (Carlsson et al., 2022). With the increasingly competitive market and changing consumer behavior becoming increasingly digitally connected, a deep understanding of marketing communication strategies through social media is essential to achieving sustainable marketing goals.

The research approach used in this study is a descriptive qualitative approach. This approach was chosen because it allows researchers to gain an in-depth understanding of the marketing communication strategy implemented by PT Telkom DIY through the Instagram account @indibiz.yogyakarta (Mulitawati & Retnasary, 2020). The qualitative approach allows for a more detailed exploration of the communication and interaction processes that occur on social media, as well as how specific elements of Instagram are used to engage consumers. The type of research conducted is a case study. Case studies were chosen because they provide an opportunity to study a particular phenomenon in depth in a real context. In this case, the focus is on the Instagram account @indibiz.yogyakarta as the subject of the study. This type of research allows researchers to explore various aspects of the applied marketing communication strategy, as well as explore the factors that influence the success of the strategy in attracting consumer interest (Resky et al., n.d.). The research procedure begins with the data collection stage through in-depth interviews and direct observation. Interviews were conducted with parties directly involved in the management of Instagram accounts, such as the leader or head of the social media division of Indibiz Yogyakarta. In addition, direct observation is carried out on the activities contained in the Instagram account to directly understand the implementation of marketing communication strategies. The data obtained were then analyzed thematically to identify the main patterns and themes that emerged.

4. Result and Discussion

4.1 Results



Figure 1. Wifi Manage Service

This illustration shows the promotion of the "Wifi Manage Service" service from @indibiz.yogyakarta as an example in improving digital marketing communication strategies. These visuals use strong visual elements, such as color contrast, structured layouts, and professional branding

to grab the viewer's attention. The main message is clearly conveyed through large text that entices consumers to subscribe, complemented by four service feature points that are arranged hierarchically and are easy to understand. Using human images with friendly attitudes and professional attributes also plays a role in building emotional closeness and trust of potential consumers. In the context of the research, these visual elements can be analyzed to understand how the visual content and communication strategies used by @indibiz.yogyakarta can increase consumer appeal and interest through Instagram social media, as well as how this approach contributes to the overall effectiveness of digital marketing communication.



Figure 2. Digital transformation solutions to support quality education

This image shows the promotion of digital education services from @indibiz.yogyakarta, which is focused on digital transformation solutions to support quality education that is relevant to the case study of optimizing digital marketing communication strategies. In this image, the main message is conveyed emphatically through the use of simple but effective text, which emphasizes the importance of digital transformation in the world of education. The visualization of a teacher with two smiling children carrying a book and digital device shows a positive impression and highlights the importance of this product for families, educators, and students. This friendly and inclusive visual communication not only reinforces the main message, but also emphasizes the values of trust and technological advancement. In the context of the research, these images can be analyzed to explore how @indibiz.yogyakarta's Instagram account uses visual and narrative elements to attract attention and build consumer trust in digital services for education. Conducting a more in-depth analysis can help identify the best strategies to increase audience engagement through relevant and emotional content on digital platforms.



Figure 3. Optimizing Digital Marketing Communication Strategies

This image is a training held by Telkom Indonesia to optimize the use of gadgets in promoting digital products, especially in the Yogyakarta and SouthCentral Java regions. In the context of the research entitled "Optimizing Digital Marketing Communication Strategies: A Case Study of @indibiz.yogyakarta Instagram Accounts in Attracting Consumer Interest", this image shows how

important it is to train and develop the capacity of business actors to improve visual techniques and digital content through their devices, such as smartphones. This aims to improve the quality of product branding on social media platforms, especially on Instagram. This training also reflects the strategic steps that can be taken by @indibiz.yogyakarta in providing knowledge to the local business community so that they can compete in an increasingly competitive digital market. Utilizing gadgets as a tool to produce engaging visual content is essential in attracting consumer interest and increasing engagement on social media.



Figure 4. Netmonk's Predictive Analysis

Seen in this image is the promotion of Netmonk's Predictive Analysis feature available through Indibiz, a digital platform supported by Telkom Indonesia and state-owned enterprises, with a focus on improving business network security. This image shows how important the use of predictive analytics technology is in digital marketing strategies. This feature allows businesses to analyze data more proactively and make more informed decisions based on predictions of consumer behavior. The professional and modern visualization in this image also shows how the @indibiz.yogyakarta Instagram account leverages attractive and informative visual elements to reinforce the brand image, build consumer trust, and increase appeal to the target audience. This strategy not only aims to improve operational efficiency, but also to strengthen consumer engagement through a more relevant and personalized data-driven marketing approach.



Figure 5. Super Promo

This image introduces Indibiz's "Super Promo" campaign which offers a digital solution in the form of fast internet access via Mesh WiFi, with the addition of free Wifi.id vouchers for 100 lucky customers. In the case study "Optimizing Digital Marketing Communication Strategies: @indibiz.yogyakarta Instagram Accounts in Attracting Consumer Interest", the image shows the success in using strong visual promotions and clear messages to capture consumers' attention on social media platforms, especially Instagram. These promotions use eye-catching visual elements such as

bright colors, oversized text, and prominent free offers, which are deliberately designed to increase consumer interest in the product or service offered strategically. This kind of marketing strategy is crucial in trying to grab the attention of shoppers on Instagram, where visual content that promotes goods has a high likelihood of increasing engagement, forming brand loyalty, and expanding audience coverage online.



Figure 6. Independence Giveaway

This is a promotional photo from Indibiz for the independence giveaway in collaboration with SOEs and Telkom Indonesia. They will give a LinkAja balance prize of IDR 150,000 to three winners who can answer questions related to national heroes. In the context of the research "Optimization of Digital Marketing Communication Strategies: A Case Study of @indibiz.yogyakarta Instagram Accounts in Attracting Consumer Interest", this image shows a digital marketing strategy that uses the moment of commemoration of the national day to increase consumer engagement through interactive content. Giveaways like this are successful in building direct connections with followers and encouraging active engagement, which ultimately helps increase the exposure of @indibiz.yogyakarta's Instagram account. In addition, patriotic displays and attractive gift offers are a major factor in attracting the attention of social media users, encouraging them to interact with brands, and increasing brand loyalty and awareness among consumers. The plan states that using content based on national celebrations combined with incentives can be an effective strategy to increase audience engagement and interest on social media.



Figure 7. Business security services using Indibiz's Antares Eazy IP Cam product

This image advertises business security services using Indibiz's Antares Eazy IP Cam product, which has excellent features such as cloud recording, smart detection, and two-way audio. In the case study "Optimizing Digital Marketing Communication Strategies: @indibiz.yogyakarta Instagram Account in Attracting Consumer Interest", this image shows how Indibiz uses visual elements and relevant messages to communicate a sense of security and comfort to consumers, especially business owners who want to monitor their business remotely. Using an image of a smiling person while holding a digital device shows the symbolization of convenience and serenity offered by this product.

Visual elements such as simple but informative feature icons reinforce the main message that this product is a practical and modern solution for business security. A clear message conveyed through compelling visuals is crucial in building consumer trust and creating an emotional connection that supports brand loyalty. This also shows the effectiveness of the digital marketing communication strategy used by the @indibiz.yogyakarta Instagram account.

In this article, we present interview data obtained from informants relevant to the research topic. These interviews aim to gain in-depth insights into the phenomenon under study. Through analyzing the data, we hope to identify patterns and perspectives that are significant to understanding the issues discussed.

“Ads on Instagram amplify brand awareness by showcasing engaging visual content, such as product photos and videos, that reach a wider audience. The use of features such as Instagram Ads enables precise demographic targeting, thereby increasing visibility and brand recognition. (Lutfi, Media Officer Management).”

The results of the interviews show that advertising on Instagram is effective in increasing brand awareness through engaging visual content, such as product photos and videos. By leveraging the advertising feature on Instagram, companies can target specific demographics, which in turn expands the reach and visibility of the brand. This approach not only increases brand recognition, but also creates greater engagement with the audience.

“@indibiz.yogyakarta often uses sales promotions such as special discounts, bundling offers, and giveaways. These tactics are designed to attract the attention of new consumers and encourage impulse purchases, as well as increase interaction with the audience through contests and challenges. (Lutfi, Media Officer Management)”

The results of the interview revealed that @indibiz.yogyakarta routinely implements sales promotions, including special discounts, bundling offers, and giveaways. These tactics aim to attract new consumers and encourage impulse purchases, as well as increase interaction with audiences through contests and challenges. With this strategy, @indibiz.yogyakarta seeks to create stronger engagement with customers and expand its market reach.

“@indibiz.yogyakarta builds community relationships by posting locally relevant content, participating in community events, and promoting CSR activities. They also hold Q&A sessions and live events to interact directly with the audience, building a positive image and trust. (Lutfi, Media Officer Management).”

The results of the interviews show that @indibiz.yogyakarta builds relationships with the community through locally relevant content and participation in community events and CSR activities. They also hold Q&A sessions and live events to interact directly with the audience, which contributes to a positive image and trust. With this approach, @indibiz.yogyakarta seeks to strengthen connections with the community and increase engagement.

“Direct interaction through DMs and comments enables personalization of communication and answering consumer questions in real-time. This creates a more personalized customer experience and can increase trust and satisfaction, leading to faster purchase decisions. (Lutfi, Media Officer Management).”

The results of the interviews revealed that direct interaction through DMs and comments allows for personalized communication and answers to consumer questions in real-time. This approach creates a more personalized customer experience, which can increase trust and satisfaction. As a result, this has the potential to accelerate purchasing decisions from consumers.

“Instagram Stories and Live features are used to promote products directly by showcasing product demos, new launches or exclusive offers. This provides a higher sense of urgency and engagement, as consumers can get information and interact with the brand in a direct and dynamic manner. (Lutfi, Media Officer Management).”

The results of the interviews show that the Instagram Stories and Live features are leveraged to promote products directly through product demos, new launches, and exclusive offers. With this approach, consumers feel a higher sense of urgency and more active engagement, as they can access

information and interact with brands dynamically. This strategy not only attracts attention, but also encourages greater participation from the audience.

4.2. Create a Discussion

The study found several important findings that contributed to the improvement of academic literature on digital marketing communication, especially in the use of Instagram social media in the Yogyakarta area. Based on an analysis using the 4P theory approach introduced by Philip Kotler and Gary Armstrong Product, Price, Place, and Promotion this study makes a new contribution in understanding the application of digital marketing communication strategies on social media, especially on Instagram, in the local context (Kurniasari, 2024). The results of this study confirm how important certain elements on Instagram, such as hashtags, captions, and visual stories, can be improved to increase consumer interaction. In the following, we will consider these results using the framework of the 4P theory, and also emphasize the academic contribution of this research.

1. Product

Products The @indibiz.yogyakarta account constantly pays attention to the best products offered by PT Telkom DIY, especially digital services such as fast internet, WiFi management, and IP cam-based security solutions. The uploaded content strategically emphasizes the quality, uniqueness, and benefits of the product for local consumers in Yogyakarta. Some posts feature testimonials from users, while others showcase the use of the product in everyday life, with the aim of fostering an emotional attachment with the audience

The study found that the use of product stories based on local and cultural values plays an important role in attracting the attention of consumers in Yogyakarta. The communication strategy implemented by @indibiz.yogyakarta does not only focus on the features of the product, but also on the story behind the product, which reflects the local cultural identity. This is not the same as previous studies that only focused on the technical features of the product. In Yogyakarta culture, this strategy has proven to be more effective because it can build a strong emotional connection between the product and the consumer. This is in accordance with the results of research conducted by (Plangger et al., 2022) which stated that focusing on local identity in product narratives can increase consumer loyalty.

This discovery makes a new contribution to the digital marketing communication literature, especially in the context of developing product stories based on local culture. Unlike previous studies that emphasized the importance of product quality in general, this study highlights that in local contexts, stories based on local cultural values and identities can increase consumer engagement. In other words, this research provides a new perspective on the use of social media, especially Instagram, as a place to create more personal and culturally appropriate product stories.

2. Price

The @indibiz.yogyakarta account actively uses a transparent pricing strategy by displaying product prices clearly in regular posts and Instagram Stories. In addition, they often sell products with discounts, special promotions, and bundling to encourage consumer purchases. Promotions like this have been well integrated into compelling visual content, using bright colors and large typography to highlight the price offer.

The study notes that sincerity in showing prices, especially through visual uploads on Instagram, can improve consumers' positive view of brands. The study also shows that price promotions attributed to immediate needs (such as limited discounts or exclusive offers) are highly successful in stimulating direct consumer purchases. As seen in the research of Nugraha and Lutfie (2021), the main focus is on the overall impact of promotion on purchase decisions, regardless of the way prices are presented visually on social media.

Meanwhile, this study also found that grouping products is a successful strategy in attracting consumer interest in Yogyakarta. In this area, shoppers prefer offers that provide extra benefits in a single package, especially if the promotion is informed transparently and clearly through social media.

This study updates the literature on pricing strategies in digital marketing communication with a focus on the crucial role of price visualization on social media. This research shows that the visual display of prices, especially on the Instagram platform, can affect how consumers perceive the value of the product. Therefore, this research has an important role to play in improving understanding of

how to optimize pricing strategies in the context of digital marketing, particularly on visual platforms such as Instagram.

3. Place

In the digital age, the spread is not only limited to physical places but also includes the accessibility of products or services through online platforms. The @indibiz.yogyakarta account has successfully used Instagram as the main medium to communicate with customers and convey information about products effectively. They utilize the Instagram Stories, IGTV, and Highlight features to make it easier for consumers to find information about products, services, and how to buy.

In addition, this account also uses direct links to e-commerce platforms and official websites to facilitate the transaction process. The use of the "Swipe Up" feature in Instagram Stories, which redirects users directly to the purchase page, is an effective strategy in improving accessibility for consumers. This is also supported by the chat feature on Instagram which allows consumers to interact directly with the @indibiz.yogyakarta team.

This study shows that in the context of digital marketing in Yogyakarta, the ease of accessing products through online platforms such as Instagram has a significant impact on purchasing decisions. Unlike previous studies that focused more on physical presence in local markets, these findings show that with the increasing adoption of digital technology, consumers are more likely to opt for easy and quick access through social media. The use of Instagram as a primary distribution channel has proven effective in increasing consumer engagement, as the platform allows for quick and personalized interactions.

This discovery makes an important contribution to the distribution literature in digital marketing, emphasizing the role of effective social media as a distribution channel. The research highlights that Instagram is not only used for promotion but also to help in the process of transaction and product distribution. This provides a new perspective on how companies can use social media as an efficient distribution channel, especially in emerging local markets such as Yogyakarta.

4. Promotion

Promotion is the most important part of the digital marketing communication strategy used by @indibiz.yogyakarta. The account uses several innovative promotion methods, from working with local influencers to holding giveaway campaigns that actively engage followers. Attractive visual content with high image quality and the use of bright colors are the distinctive characteristics of this account, with the aim of attracting consumers' attention on Instagram.

In addition to using paid promotions, this account also actively utilizes organic promotions through consistent and relevant content that is uploaded regularly. The proper use of hashtags, engaging captions, and calls to interact (such as comments or friend tags) are some of the methods used to increase visibility and engagement.

This study shows that collaborating with local influencers plays a very important role in expanding the scope of @indibiz.yogyakarta promotion. The selected influencers generally have followers who are relevant to the target market of this account, namely the people of Yogyakarta. This adds a new aspect in the literature on promotion on social media, where working with local micro-influencers can significantly improve the effectiveness of marketing campaigns.

Additionally, this study emphasizes the importance of consumer interaction-based promotion. Rewarding strategies that involve consumers in answering questions or interacting with content have proven to be very successful in increasing participation and creating an emotional connection between consumers and brands. This research shows that engaging consumers directly in promotional strategies is more effective in building brand loyalty than passive promotion that is only one-way.

This discovery broadens our understanding of promotional strategies on social media, especially Instagram, by underscoring how important it is to collaborate with local micro-influencers and promotions that focus on consumer interaction. This has made a new contribution to writing about digital promotion, where strategies that actively engage consumers are more successful in strengthening brand loyalty and increasing engagement on social media. The research also shows the importance of creative, high-quality visual promotion to capture consumers' attention on highly visual platforms like Instagram.

5. Conclusion

This study found a digital marketing communication strategy used by the @indibiz.yogyakarta Instagram account managed by PT Telkom DIY to attract the attention of consumers in Yogyakarta. By applying the 4P marketing concept involving Product, Price, Place, and Promotion, the study successfully identified ways to increase consumer engagement through Instagram-specific elements, such as visual stories, hashtags, and captions. This discovery broadens the insight into digital marketing communication by highlighting the importance of product narratives rooted in local identity and culture in creating emotional connections with consumers, especially in local markets such as Yogyakarta.

In addition, the study also found that transparency in pricing strategies, ease of access through digital platforms, and creative visualization play a big role in influencing consumers' purchasing decisions. The @indibiz.yogyakarta account constantly uses attractive visual strategies, discount promotions, and product bundling delivered through engaging visual content on Instagram. The study also found that working with local micro-influencers and interactive promotional campaigns, such as giveaways, had a significant positive impact on increasing promotional visibility and brand loyalty.

Overall, the study states that social media, especially Instagram, can be used as an effective platform for digital marketing communication strategies that focus on consumer engagement. The study has made a significant contribution to the digital marketing literature as it shows how the use of visual elements and narratives tailored to local culture can improve brand appeal and strengthen connections with consumers. The results of this study are not only important in Yogyakarta, but also provide an understanding that can be applied to other local markets that have similar characteristics.

6. Acknowledgement

The author would like to thank the Faculty of Letters, Culture, and Communication, Ahmad Dahlan University, Yogyakarta, for their support throughout the research process. Special thanks are also given to the Sylection Committee for accepting this article. The author appreciates the constructive feedback from the reviewers which greatly improves the quality of this article. This research is not funded by any party.

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