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## **MARKETING COMMUNICATION THROUGH SOCIAL MEDIA INSTAGRAM: A CYBER MEDIA ANALYSIS**

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K-Pop, Consumer  
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### **Abstract**

*The most successful social media for buying and selling activities is Instagram due to its ability to provide product content with a more attractive appearance so that users can be more comfortable when using it. The objective of this study was to discuss marketing communication patterns and consumer behavior during virtual shopping at the @kupang\_kpopstuff account. This study uses an interpretive paradigm with a qualitative approach. The data was derived from virtual observation and interviews with informants. The data analysis technique uses cybermedia analysis techniques. The result of this study indicates that even through online buying and selling transactions, the pattern of marketing communication among the @kupang\_kpopstuff admin and followers remains interactive. The admin utilized a digital catalog to reduce promotional costs. Meanwhile, consumer behavior is grouped into the 5A path, starting from the Aware stage, in which potential buyers were aware of the existence of @kupang\_kpopstuff as a digital platform that provides K-Pop products. In the following stage, Appeal when prospective buyers are interested and eventually, follow Instagram @kupang\_kpopstuff. The next consumer behavior was Ask; Followers searched for information by utilizing digital catalogs in the Instagram account. After that, followers took an attitude and or action (Act) to buy a product or not. The final stage of consumer behavior is Advocate where followers recommend K-Pop products to other people, especially other K-Pop fans.*

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### **Kata kunci :**

Instagram,  
Komunikasi  
Pemasaran, Analisis  
Media Siber, K-Pop,  
Perilaku Konsumen

### **Abstrak**

Media sosial yang paling sukses untuk kegiatan jual beli adalah Instagram karena kemampuannya dalam memberikan konten produk dengan tampilan yang lebih menarik sehingga penggunaannya bisa lebih nyaman saat menggunakannya. Tujuan penelitian ini adalah untuk membahas pola komunikasi pemasaran dan perilaku konsumen selama belanja virtual pada akun @kupang\_kpopstuff. Penelitian ini menggunakan paradigma interpretatif dengan pendekatan kualitatif. Data diperoleh dari observasi virtual dan wawancara dengan informan. Teknik analisis data menggunakan teknik analisis media siber. Hasil penelitian menunjukkan bahwa melalui transaksi jual beli online pun, pola komunikasi pemasaran antara admin @kupang\_kpopstuff dan followernya tetap interaktif. Admin memanfaatkan katalog digital untuk menekan biaya promosi. Sedangkan perilaku konsumen dikelompokkan ke dalam jalur 5A, dimulai dari tahap Aware, dimana calon pembeli menyadari keberadaan @kupang\_kpopstuff sebagai platform digital penyedia produk K-Pop. Tahap selanjutnya, *Banding* ketika calon

pembeli mulai berminat, dan akhirnya menjadi pengikut dari Instagram @kupang\_kpopstuff. Perilaku konsumen selanjutnya adalah *Ask* di mana *Follower* mencari informasi dengan memanfaatkan katalog digital yang ada di akun Instagram. Setelah itu pengikut mengambil sikap dan atau tindakan (*Act*) untuk membeli suatu produk atau tidak. Tahap terakhir dari perilaku konsumen adalah *Advocate* yakni para pengikutnya merekomendasikan produk K-Pop kepada orang lain, khususnya penggemar K-Pop lainnya.

## Introduction

The current era of digitalization shows that increasingly advanced information and communication technologies are beginning to dominate all aspects of human life. It is increasingly easier for humans to carry out their activities, especially in terms of finding and receiving information using the internet. Along with its development, the internet has presented a network called social media.

One of the most popular social media used for doing business is Instagram. Instagram is a social media that is in great demand by various groups of people, from children to parents, from students to business people. Social media, which focuses on being a photo and video-sharing platform, has skyrocketed in popularity with attractive features such as filters, Instagram stories, IGTV, Reels, and other networking conveniences that make Instagram's charm much loved by its users. Based on data released by Hootsuite (We Are Social) on 15 February 2022, Instagram users in Indonesia have reached 99.15 million users with a penetration of 35.7% of the total population in Indonesia and the majority of users are women (Riyanto, 2022).

The convenience offered by Instagram in carrying out marketing communication activities is certainly an opportunity for business people to promote their products. Various kinds of products for sale can be found on Instagram, one of which is the sale of products related to K-Pop. K-Pop culture that has gone worldwide has caused many K-Pop fans to be no exception in Indonesia. The presence of K-Pop is inseparable from goods or merchandise related to K-Pop, such as albums, photobooks, light sticks, clothes, and

other K-Pop attributes. These products are usually sold through the agency's official store of the K-Pop idol in question. However, sometimes direct purchases through official stores cannot be made by some fans, due to high shipping costs due to long distances and the payment method used by official stores since they are foreign products. This is a business opportunity for some business people to make it easier for K-Pop fans to get the merchandise they want. Not only that, but most K-Pop product businessmen also sell unofficial K-Pop goods, usually self-made products at affordable prices.

Due to the spread of K-pop that has hit cyberspace, of course, many K-pop product shops have opened, including those in NTT, especially Kupang City. These shops carry out online marketing activities through social media, in this case, Instagram, or what is commonly known as an online shop. Kupang K-pop Stuff is an online shop that sells K-Pop products by utilizing Instagram as a marketing communication medium marketing its products through the @kupang\_kpopstuff account. Kupang K-pop Stuff is an online shop that has been running since 2019 now, with 2,163 followers and 403 posts. The products offered on the @kupang\_kpopstuff account also vary from official and unofficial items such as original albums and lightsticks imported from South Korea, posters, photocards, calendars, key chains, and other accessories.<sup>1</sup> The purpose of this research is to analyze marketing communication patterns between @kupang\_kpopstuff admins and followers and map @kupang\_kpopstuff consumer behavior in using marketing services via Instagram.

There are several previous and relevant studies. Firstly, (Zahara &

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<sup>1</sup> Akun Instagram @kupang\_kpopstuff (Diakses pada 02 Januari 2022)

Anisah, 2019) explained that there are promotional mix strategies such as direct marketing, public relations, and sales promotion as well as other factors contained in promotional activities on accounts @reborn\_29 which is inseparable from the use of features owned by Instagram, the preparation of themed and neat Instagram feeds, the use of models that can bring more attractive products and the selection of photos for posts.

Another similar research was conducted by (Wainira et al., 2021) argued that the marketing communication activities of Kopi Papa Ganteng in building a brand image through Instagram involve all elements of the marketing mix including product, price, place and promotional activities, where the four elements this can create a good image for Kopi Papa Ganteng and about marketing communications, Kopi Papa Ganteng makes good use of the features available on Instagram. Based on these three studies, no one has examined communication patterns and consumer behavior using social media.

Thirdly, a study conducted by (Melani et al., 2019) highlighted that Instagram as a social media is one of the tools that is quite effective for the marketing needs of goods and services. Finally, a study by (Kurnia & Tresna Wiwitan, 2023) mentioned that the use of the marketing mix was considered fully integrated through Instagram social media.

Based on the review of previous studies, it appears that Instagram is one of the effective digital platforms for marketing. However, these studies did not explore the pattern of online marketing communication that occurs between sellers and buyers. Nor have they examined how communication behavior occurs through the use of social media. Therefore, the aim of this study was to discuss marketing

communication patterns and consumer behavior during virtual shopping on the account @kupang\_kpopstuff.

### **Method**

The research paradigm used in this study is the interpretive paradigm. This type of research uses qualitative research. Qualitative research according to Creswell (Santos, 2019); (Arsini et al., 2022) is a research process that examines social and human problems. Researchers used qualitative research so that the discussion process was carried out in a descriptive and in-depth manner. Bagdad and Taylor (Moleong, 2018) define qualitative research as a research procedure whose results are in the form of descriptive data, namely words both written and spoken from individuals and observed behavior. This type of research aims to explore the uniqueness of individuals, groups, communities, and organizations in everyday life in detail and comprehensively which can be scientifically explained. Qualitative research focuses more on the perspective of participants through a variety of flexible and interactive strategies.

Data collection techniques used in virtual observation research, interviews, and documentation. The data analysis technique used in this research is cyber media analysis technique according to (Nasrullah, 2018). The analytical technique of this model suggests that the stages of analysis should be carried out at two levels, namely micro and macro. At the micro level, the research team analyzed the data obtained from virtual observations, particularly in relation to marketing communication patterns and consumer behavior. Meanwhile, at the macro level, the analysis was carried out through a qualitative coding process of the data obtained from interviews with informants.

## Results and Discussion

### Overview of Kupang K-pop & Korean Stuff

Kupang K-pop & Korean Stuff is an online shop that offers Korean goods, especially those related to K-Pop or Korean Pop, which is popular music from South Korea. This online shop has been running since 2019. The increasing spread of Korean pop culture or what is known as the Korean wave is one of the reasons this online shop was started. Kupang K-pop & Korean Stuff wants to be a forum or intermediary for fans to make it easier for them to get items related to their favorite idols, especially in obtaining official products. Kupang K-pop & Korean Stuff started at a time when there were not many online shops offering K-pop products in Kupang City until more and more K-pop online shops appeared, of course making Kupang Korean & Kpop Stuff continue to upgrade their services so that still exist among other K-pop online shop. In their marketing activities, Kupang K-pop & Korean Stuff utilize Instagram as a medium for marketing the products they sell under the account name @kupang\_kpopstuff. With the number of followers dated July 1, 2022, it has reached up to 2,180 followers with a total of 423 posts which include photos and videos with an average Instagram story viewer of 200 – 300 viewers. This Instagram account is still managed by its owner named Satimah Mandiri, so apart from being the owner, he is also the admin of @kupang\_kpopstuff.

Based on researchers' observations through this Instagram online shop, @kupang\_kpopstuff has so

far implemented a mix of several marketing communication mix tools including event procurement and sponsorship, publicity, and various forms of promotion. There are various products sold through the Instagram account @kupang\_kpopstuff, both official and unofficial products. These products include original albums, Idol fan club membership, Light stick, phone cases, photo cards, posters, as well as self-made products sold by @kupang\_kpopstuff which are packaged in sets consisting of a collection of several products at affordable prices and other K-pop accessories.

### Marketing Communication Patterns between @kupang\_kpopstuff admin and followers

Kupang Korean & Kpop Stuff in their marketing activities utilize their Instagram account, namely the @kupang\_kpopstuff account as a catalog of the products they want to sell by uploading product photos and videos accompanied by information about the product. Followers will usually diligently look for information related to Korean products and KPop stuff through the social media @kupang\_kpopstuff. Therefore, the admin will introduce various products as often as possible by uploading product content.

The underlying reason for the owners of Kupang Korean & Kpop Stuff utilizing Instagram in conducting marketing communications through their Instagram @kupang\_kpopstuff is to make Instagram a digital catalog. As stated by Satimah Mandiri the owner of @kupang\_kpopstuff in the following interview:

"Because Instagram has complete features and really helps facilitate the sale of products sold by Kupang Kpop Stuff. Instagram can be used as a digital catalog for products that are sold, so followers as potential buyers, who call Instagram stalking @kupang\_kpopstuff, know exactly what products are being sold."

The display of an Instagram account which is called feeds contains a collection of product uploads that can be seen by followers who visit the @kupang\_kpopstuff account. On July 1 2022 the Instagram account @kupang\_kpopstuff uploaded 423 uploads which include product photos and videos, this is what is used as a digital catalog that makes it easier for potential buyers to view the products @kupang\_kpopstuff sells.

Uploaded photos are usually product photos taken directly (real pict). There are also product photos in the form of sample design images of related products. The uploaded video content is usually in the form of a brief review regarding the product to be sold. In publishing this product content, @kupang\_kpopstuff also includes a caption about the details of the product, in the form of price, size, method of payment, amount of product inventory, and materials used in making the product. The information conveyed in this caption is delivered to the point and is not long-winded so that followers who see the upload immediately get an understanding of the related product.

From this upload, the followers received an immediate response, either in the form of liking or commenting on the product upload. Furthermore,

admins and followers as potential buyers will take advantage of the direct message feature to interact with the admin. Usually, direct messages occur when prospective buyers are interested in making a purchase.

The results of the conversation between the follower or prospective buyer and the admin produce two communication actions, namely buying or not buying the product. If there is a buying and selling transaction, then it will lead to payment and delivery of the product. However, if there are no buying and selling transactions, followers build friendships with the admin and leave messages to buy other products on other occasions. The pattern of marketing communication that occurs can be illustrated in Figure 1.

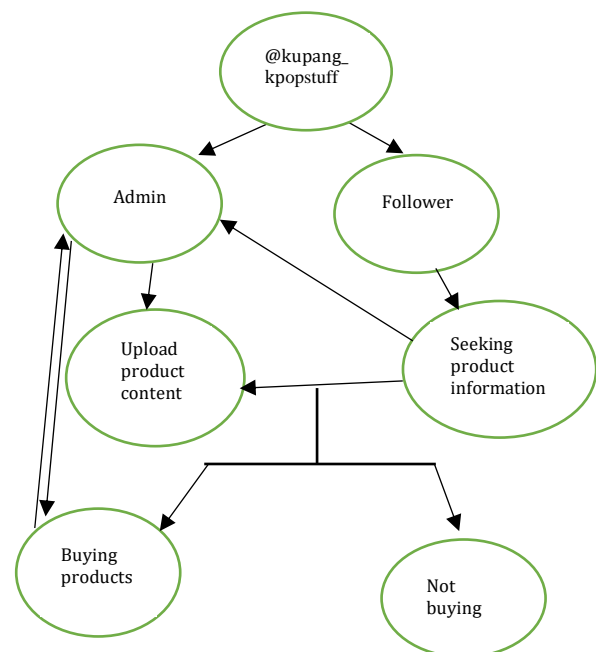


Figure 1. Marketing Communication Patterns at @kupang\_kpopstuff

Source: Researcher's data processing (2022)

## Consumer Behavior in Using Marketing Services Through Instagram

In mapping @kupang\_kpopstuff consumer behavior when using marketing services via Instagram, researchers associate it with the 5A customer path consisting of Aware, Appeal, Ask, Act, and Advocate as introduced by Cotler (Masyitoh et al., 2021).

### 1. Aware

At this stage, buyers who are followers of @kupang\_kpopstuff are aware of the existence of this online shop. The way consumers find out about the existence of this online shop is through Instagram. Apart from Instagram, consumers also find out about the existence of the @kupang\_kpopstuff online shop through recommendations provided by their acquaintances.

### 2. Appeals

After knowing the existence of the online shop @kupang\_kpopstuff on Instagram, then the informant's desire to follow Instagram @kupang\_kpopstuff arose because of the interest of the informant as a potential customer for this online shop. The following is an excerpt from the interview: An excerpt from an interview with Sisca Hartono:

*"Yes, immediately following the account. Interested because first of all, from the price, you can say it's cheap, and the admin is kind, every time you want to shop or ask questions about products, they are well served."*

(Interview on 09 July 2022).

Another informant, Yoan Nahak, said that he immediately followed the @kupang\_kpopstuff account when he was about to take part in the giveaway held by @kupang\_kpopstuff.

### 3. Ask

Because of curiosity, prompted @kupang\_kpopstuff followers to find information about the products being sold. Prospective consumers then ask directly through features owned by Instagram such as comments or direct messages. The information you want to know is usually in the form of product availability and how long it will take for the product to arrive in the hands of the buyer. In its marketing communication activities via Instagram, Kupang Korean & Kpop Stuff has provided brief information regarding products through Instagram's caption feature, such as product name, price, payment method, and product size. However, sometimes there are always things that arouse consumer curiosity every time they make a purchase.

### 4. Act

Act or consumer action, namely buying or not buying the product offered. Followers who don't buy are usually just looking for information or are curious about the product.

### 5. Advocate

Consumers usually recommend the online shop @kupang\_kpopstuff to other people. This shopping experience at @kupang\_kpopstuff is always recommended to other friends and eventually becomes a follower. Because of that, this online shop has been widely known by K-Pop fans in the city of Kupang.

Excerpt from Anggie Prischilla's interview:

*"As for recommendations to friends, so far it's because b pung circle K-popers also already know about this online shop, precisely because I know from Dong too. But if it's a recommendation to other people, because everyone in the neighborhood likes K-pop, so the b sonde recommends e. Only if someone asks where to buy this, where can I buy this, I'll tell you. There have been several times b pung friends who are*

*not K-pop fans have asked about the items that b bought, so I'll tell you on the Instagram account @kupang\_kpopstuff."*  
(Interview on 07 July 2022)

As explained in the theoretical study section, to see marketing communication activities that occur through Instagram, researchers use cyber media analysis methods which have four levels, namely the level of media space, media documents, media objects, and experiences contained in the @kupang\_kpopstuff account obtained when virtual observations, interviews and documentation to answer research objectives in the form of marketing communication patterns formed between admins and followers, motives or reasons for using Instagram as a marketing communication medium to consumer behavior in using marketing services via Instagram. In detail, the analysis of cyber media using Instagram as a marketing communication medium for the online shop @kupang\_kpopstuff is described in table form as follows:

Table 2. Cyber Media Analysis on the Instagram account @kupang\_kpopstuff

N o	Ana-lysis Levels	Observation Results	Researcher's Interpretation
1.	Media Space	Using a logo profile photo dominated by yellow as the background colour, with the name of the online shop, Kupang Kpop Stuff, using pink with a touch of green shadow as the colour	Kupang Korean & Kpop Stuff wants to communicate as fans of Korean pop. The choice of bright colours to attract people's attention. The choice of green colour indicates that they are targeting women

		of the letters and there is also a smile emoticon in the logo.	as the most dominant K-pop fans.
2.	Media Archive	@kupang_kpo pstuff uploads product content such as photos and videos. Product photos were real images. Video content was a short product review. There are captions about product details.	They want to maximise Instagram as a digital catalogue that can contain a variety of complete product content with detailed reviews.
3.	Media Object	Admin and followers interact through the comment section and direct messaging. Followers comment on product posts and admins provide explanations.	They want to communicate their commitment and loyalty to their customers. They want to emphasise interactive marketing communications to maintain customer loyalty.
4.	Experiental Stories	The reasons for using Instagram are (1) Instagram as a digital catalogue, (2) reducing promotional costs, (3) easy access, and (4) following the latest trends.	Product marketing was considered effective in marketing products online due to the availability of support features that make it easy for the administrator.

Based on Table 1, it can be said that the Instagram admins of Kupang Korean & Kpop Stuff really maximise the features of Instagram to carry out product marketing promotions. In addition, the owner of this Instagram



account also tries to attract customers by offering product services in an interactive and communicative way. In this context, it is true what (Shemchuk et al., 2022), (Cheung et al., 2023) found that social media is an effective tool not only for presenting information but also for persuading people to buy products.

It is therefore not surprising that many businesses today use social media such as Instagram and other digital platforms as their primary marketing communications tool (Melani et al., 2019). The use of social media can also increase customer loyalty. This is possible because one of the benefits of social media is to increase social interaction between sellers and buyers, even virtually (Qadri, 2020).

The use of social media, especially Instagram, as a means of marketing communication can reinforce that the existence of social media is not just a networking medium. But more than that, social media has become an economic tool or instrument (Pollák & Markovič, 2021). In other words, Instagram social media has expanded its benefits to become a tool for conducting various economic transactions and not just as a medium for social networking (Suryani, 2015). It is believed that the use of these various digital platforms is quite efficient in line with the trend of modern society where it takes advantage of technological developments that facilitate various online economic activities without distance and time limitations (Ira & Lahinda, 2019).

Looking at the results of this study from the perspective of SCOT theory, it can be said that new digital-based technology, in this case social media, is

placed in the context of economic society as a tool that can increase their income (Dolata & Schwabe, 2023).

In the midst of various negative impacts resulting from the presence of new media, quite a few people are actually able to use it positively in their lives. The SCOT theory presented by Bijker et al (Vazza & Mulyana, 2023) explains that the positive use of technology will result in positive benefits and effects for its users. Therefore, it is society that controls technology and not the other way around.

### **Conclusion**

It can be concluded that even through online buying and selling transactions, the pattern of marketing communication between the @kupang\_kpopstuff admin and followers remains interactive. Admins take advantage of digital catalogs to reduce promotional costs. Meanwhile, consumer behavior is grouped into the 5A path, starting from the Aware stage, where potential buyers are aware of the existence of @kupang\_kpopstuff as a digital platform that provides K-Pop products. In the next stage, Appeal when potential buyers are interested and finally follow Instagram @kupang\_kpopstuff. The next consumer behavior is Ask; Followers search for information by utilizing digital catalogs on Instagram accounts. After that, followers take an attitude and/or action (Act) to buy a product or not. The last stage of consumer behavior is Advocate where followers recommend K-Pop products to other people, especially other K-Pop fans.

This research has both academic and practical implications. Academically, the research findings can expand scientific knowledge in the field of new media studies that the presence of social media can be maximized as an economic tool, especially for marketing communication purposes. Practically, this research has implications for the use of various features of Instagram as an effective and efficient means of marketing communication for economic actors in society.

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