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## **Analyzing the effectiveness of digital marketing in building a brand image for the Mulyosari Group**

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*Received: 12-06-2024*

*Reviewed: 27-06-2024*

*Accepted: 12-07-2024*

### **Abstract**

Research on the use of digital marketing is an important component in running a business in the current era of society 5.0. In this research, an analysis of the effectiveness of the many types of digital marketing that can be applied by online shop business people is carried out so that they can maximize sales while providing a brand image to customers. This research aims to find out which type of digital marketing is most effective in providing a brand image to customers at the Mulyosari Group. The research method used in this research is a qualitative approach, data collection was carried out through interviews, observation and surveys. The results of data testing show that the most effective digital component used to build a brand image at the Mulyosari Group is marketing through video content, so it is necessary to maximize the creation of marketing content in the form of video. Components that must be improved in video content are in terms of planning, taking videos and posting them to social media. Mulyosari Group's video content must be able to create a brand image for its customers in order to increase product sales.

**Keywords:** Digital Marketing, Online Shop, Brand Image, Digital Content, Social Media

### **Introduction**

In the era of increasing digitalization, marketing strategies no longer only rely on traditional methods, but are increasingly moving towards digital platforms that allow direct interaction with consumers. One of the main goals of digital marketing is not only to increase brand awareness but also to build a strong and convincing brand image among the target audience.

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Digital marketing has many benefits, including the ability to better target and measure campaign results more accurately. By leveraging social media, search engines, paid content and other strategies, companies can craft messages that align with their brand values and consistently reach potential consumers around the world.

However, despite the great potential that digital marketing offers, there are also challenges that need to be overcome. First, the difficulty in accurately measuring the effectiveness of digital campaigns. In order for campaign results to be properly evaluated, clear success criteria must be established first.

In addition, building and maintaining a consistent brand image is a challenge in itself. In an ever-changing digital world, brands must continually adapt to changing trends and consumer expectations. Sustainable messaging, trust and brand reputation are key to maintaining a strong position in a competitive market.

The aim of this article is to delve deeper into how digital marketing strategies can be effective in building a strong brand image, while exploring the challenges businesses face in doing so. A deeper understanding of these dynamics will help businesses plan and execute more effective and sustainable digital marketing strategies.

### **Literature Review**

In general, digital marketing is an internet-based marketing technique (Marlina, et al., 2020). This was explained further by (Rachmadi, 2020) digital marketing is a technique for marketing products and services that is carried out using digital media. Digital marketing promotions are carried out using digital technology such as the internet, social networks, email and mobile applications, with the aim of promoting products and services online and increasing brand awareness in cyberspace.

According to (Kotler & Armstrong, 2009) digital marketing is the activity of promoting, informing and selling a product, brand or service through digital channels using various digital technologies and different digital platforms.

Digital marketing refers to marketing activities including branding that use various web-based media such as blogs, websites, e-mail, AdWords, or social networks. So it can be concluded that digital marketing includes branding activities using digital-based media such as blogs, websites, email, AdWords, social media, etc. to create, communicate and exchange products to customers (Tarigan & Sanjaya, 2013).

The media that are commonly used are media such as websites, social media, email marketing, video marketing, SEO, advertising, and so on. All media used in digital marketing have the same goal, namely to connect with potential consumers so that education and branding can be carried out about the products or services offered.

Along with technological developments, more and more companies are required to implement digital marketing as a strategy to market their products. Digital product marketing

can directly target predetermined targets. Apart from that, marketers can easily make calculations regarding how accurate the media is in marketing products.

### ***Online Shop***

Along with technological developments, more and more companies are required to implement digital marketing as a strategy to market their products. Digital product marketing can directly target predetermined targets (Jakomin et al., 2022). Apart from that, marketers can easily make calculations regarding how accurate the media is in marketing products.

Online Shop is a process where consumers directly buy goods, services, etc. from a seller interactively and in real time without any intermediary media and via the internet (Mujiyana & Elissa, 2013)

Currently, online stores have become a profitable business and are widely used by the public. The buying and selling process that previously required face-to-face contact has now changed over time, and now buyers first browse the goods or services they want to buy through the website advertised by the seller, then after agreeing the seller can easily send the products and services in the package courier (Karampournioti & Wiedmann, 2021).

Therefore, people prefer to shop through online stores because they can save energy, see many types of products and prices, save time, and trade anywhere without having to come directly to the store.

### ***Sosial Media***

(Kamhar & Lestari, 2019) states that social media is an online medium that helps individuals obtain and convey information. Meanwhile, social media marketing is a form of digital marketing strategy. Where business actors use social media and websites to promote their businesses, products or services. A strategy like this plays a very important role in business progress because marketing strategies are increasingly developing and continue to follow technological advancement trends .

In the current era, it is rare for business people to use conventional marketing systems and media because now everyone uses the internet to make everything more efficient. Thus, marketing via social media is one of the innovations and breakthroughs for business actors in promoting their business efficiently in time, namely not having to meet directly with consumers for promotions and also efficiency in promotional costs, because there is no need to incur large costs. Apart from that, another advantage of the social media marketing strategy is that it has a wider reach and the most important thing is that it is 'now days' (Tarihoran, et al., 2021)

### ***Brand Image***

Brand image is a collection or association of brands that is formed in the minds of consumers who are accustomed to using a particular brand where the brand has consistency in brand image or can be called the personality of the brand itself (Wijayanto & Iriani, 2013). According to (Disastra, Novita, & Jaelani, 2022) Brand image is a vision and belief that is embedded in the minds of consumers, which reflects various associations stored in their memories. When a brand has a good image, this not only influences consumer perceptions of

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the product, but can also increase consumer loyalty significantly. In other words, the more positive the brand image is in the eyes of consumers, the more likely they will be loyal to using the product in the long term. A good brand image creates a strong emotional connection between consumers and the product, which ultimately contributes to the brand's success and sustainability in the market.

### **Research Method**

Qualitative descriptive is the research method that will be used by the author in this article. Qualitative research is research that focuses on human elements, objects, institutions, as well as the interactions between these elements to understand an event, behavior and phenomenon. The reason researchers use qualitative methods is to find out which and what kind of digital marketing components are most effectively used to increase sales in the Mulyosari Group and create a brand image, especially the Shore Indonesia brand which is under the Mulyosari Group.

There are 5 employees at Mulyosari Group and 2 social media followers of Shore Shoescare and Tuxedo Autocare who are sources for this article. Researchers conducted interviews on Friday, June 14 2024 at 17.00 WIB. This article also uses sentiment analysis in its research. Sentiment analysis is an analysis process using text to obtain various data sources from the internet and social media platforms (Analisis Sentimen (Sentiment Analysis) : Definisi, Tipe dan Cara Kerjanya, 2022)

Primary data is interview transcripts obtained from interviews and secondary data obtained from insight research into Instagram accounts @shore.id and @tuxedo.autocare.

The results of data testing show that content in the form of video is the type of digital marketing that is most popular with consumers, so it is necessary to maximize video content that will be used for product promotion with the right strategy. Online shop business entrepreneurs, especially the Mulyosari Group, need to maximize the steps for creating video content to get the attention of consumers, especially people who are still unfamiliar with their products.

### **Result/Findings**

#### ***Mulyosari Group***

Mulyosari Group is a dynamic and diversified company active in various industries. The brands covered are Tuxedo Autocare, Shore Shoescare, STORD, Huh-Hah Sambal, Sappox Snacks, Bahureksa, Organic Treasure Essential, Sweet Miles Essential, Ubamie and Sateh.Pojok. All existing brands were of course founded to meet increasingly varied customer needs ranging from food, shoe care, body care and automotive care

Subject 1 (S1) said that *"currently at the Mulyosari Group office we are focusing on 3 brands, namely Shore Shoescare, Tuxedo Autocare, and STORD only because these 3 brands*

*have more customers than the other brands from the Mulyosari Group."* Of the many brands under the Mulyosari Group, researchers used the Shore Shoescare and Tuxedo Autocare brands as research objects this time. Shore Shoescare has lots of products for shoe care, starting from shoe washing soap, tools needed to clean shoes, shoe glue, shoe perfume, foot deodorant, and many more. Products from Shore Shoescare are not products that will disappear over time because people will always use shoes as their footwear. Similar to Shore Shoescare, Tuxedo Autocare can also be a product that will not disappear over time because automotive is still a secondary need for society. Those who most often use Tuxedo Autocare products are motorbike or car users.

If Tuxedo Autocare has a target market focus on men, adults and automotive lovers, Shore Shoescare has a wider target market ranging from student to adults, shoe lovers to people who are still unfamiliar with how to care for shoes properly. However, in the current digital era, school children and adults seem to actively use social media, so digital marketing can be a wide way to introduce, promote and sell products owned by the Mulyosari Group, especially Shore Shoescare and Tuxedo Autocare.

5 employees of the Mulyosari Group in the positions of main director, chief marketing officer, branding manager, marketing staff and financial staff were the sources for this research. BB as subject 1, RA as subject 2, AH as subject 3, GF as subject 4, EF as subject 5. And 2 social media followers Shore Shoescare and Tuxedo Autocare SR as subject 6 and AZ as subject 7.

### ***Types of Digital Marketing Used by Mulyosari Group***

Subject 2 (S2) explained *"Mulyosari Group is trying to maximize the use of digital marketing, while what we have done is native advertising or selling and placing advertisements in e-commerce, social media marketing using Instagram and TikTok, also maximizing content marketing with the aim of educate people too."* There are many types of digital marketing that can be applied in a business, including search engine optimization (SEO), pay-per-click (PPC), social media marketing, content marketing, affiliate marketing, native advertising, and so on. And what the researchers will focus on is what digital marketing is used by the Mulyosari Group to promote its products, especially the Shore Shoescare and Tuxedo Autocare brands.

Etymologically, at the end of September 2011 an investor named Fred Wilson was the first to discuss native ads and conveyed it to OMMA Global (Seligman, 2015). Wilson at that time did not use the term "native ads" but instead called it "native monetization" for attributes on the web, which is defined as advertising that is unique and has a direct or original experience from a website (Tankosić & Trnavčević, 2008). Then, the definition of native ads continues to develop. Native ads are a collaboration between brand owners and website owners who place advertisements among other editorial content (Wang & Sun, 2010).

Meanwhile, social media marketing and content marketing are marketing using social media as a means. As time goes by, the journey of social media marketing must also evolve, following trends that are being widely discussed so that people who were not initially the target market for the Shore and Tuxedo brands also join in, finding out about the products from the Mulyosari Group.

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Subject 3 (S3) said *"For designing content, whether it's Instagram or TikTok, please increase the variety, starting from catalogues, education, product usage, and also soft-selling and hard-selling content."* Social media marketing also adapts to the platform used to market products. Like Instagram which can post photos, videos and stories every 24 hours, business people must be able to know what content must be created and how to share it to enter Instagram. Long educational content often makes people lazy to read it, so Mulyosari Group racked their brains to create educational content with video output. Meanwhile, catalog content that is simple and has the aim of hard-selling simply uses product photos or attractive designs.

Subject 4 (S4) said *"What is being talked about a lot and is included in FYP a lot now is product usage content and comedy content. So we will increase how-to video content and comedy content."* Product marketing must also be interspersed with entertaining comedy content and game content which aims to enable business people to create emotional bonds with customers from interactions created from comments that are replied to by comments or further content by business people. (Pengen jadi content creator? yuk, pahami jenis-jenis konten yang bikin viral, 2023)

This also applies to the TikTok platform, business people must do research on the features provided, as well as what trends are currently being followed by TikTok users. Researchers analyzed that TikTok focuses more on video content, whether it is soft-selling, hard-selling, comedy, educational content, even though it has the same output, namely video, so business people, especially Mulyosari Group employees, must be able to work together in creating video content.

In video content, business people cannot just make videos and then post them on social media. There are several stages and aspects that must be considered before posting a video, the first of course is that the video must have content and purpose, the content of the video must be able to convey the purpose of posting the video. Both videos must have distinctive characteristics that can be an identifying mark for people who see them, such as including the brand logo, using colors and elements that refer to the brand identity, in addition they must also have an editing style and song selection so that customers can better remember the brand identity itself.

Other content used to market Shore and Tuxedo products is photo content or graphic design. To provide a variety of feeds on Instagram, Mulyosari Group also posts content in the form of photos or graphic designs. Apart from providing variety, photo content or graphic design has advantages in terms of processing time. The time needed to complete photo content or graphic design is no longer than creating video content. So content with photo output or graphic design is suitable for announcements or things that are important and need to be posted immediately.

Then the last one is the use of e-commerce as a digital marketing tool for the Mulyosari Group. Shore and Tuxedo both carry out live streaming to increase sales, but in the live streaming process they have also been prepared and arranged in such a way as to show brand identity during the live streaming. Examples include using a background on the wall with a picture of the Mulyosari Group logo and each brand, using decorations with colors that match

the brand's colors, using background songs that suit the target market, and implementing a live schedule so that customers know when the brand's live event will be held.

Apart from independent live streaming, Shore and Tuxedo also use affiliate marketing services where Shore and Tuxedo products will be promoted by business partners who are live streaming selling their own products. Apart from that, Shore and Tuxedo are also collaborating with ecommerce Shopee and Tokopedia to be able to advertise their products in between other FYP content.

### ***Problems that May Occur in Using Digital Marketing to Build a Brand Image***

Several problems that may occur in efforts to use digital marketing to build a brand image, the first is content that is not relevant to the brand's values or identity, this can cause confusion or dissonance among the audience, which can damage the brand image. Subject 2 (S2) said, *"Shore's content is definitely about shoe and foot care, things related to shoes such as information about shoe developments can also be included. Likewise with Tuxedo, it is impossible for us to content about food or politics on Shore and Social Media Tuxedo"*

Second, the issue of consistency in visual appearance, brand voice, and messages conveyed is very important to build a strong brand image. If digital marketing is inconsistent, this can cause confusion among consumers. All employees including interns are also supervised by the CMO in working on content, this is done to control the consistency of the elements used for the content. Subject 3 (S3) said that *he also coordinated with the CMO and CEO to check the content that would be uploaded, so that all content that would be uploaded was in accordance with the standards created.*

Third, the quality of the content is low. Content that is poor in terms of quality, such as poor writing, low-quality images, or unprofessional videos, can reflect negatively on a brand's image. Subject 4 (S4) said *"Apart from attracting an audience, quality images and captions are needed so that people are impressed that our company has quality too."*

Fourth, lack of interaction or response. One of the strengths of digital marketing is direct interaction with consumers. If there is not enough response or interaction to questions or input from consumers, this can reduce the effectiveness of efforts to build a brand image. Subject 5 (S5) said, *"The way to win people's hearts is by listening and giving feedback to them, so I always remind social media admins to be more interactive with followers."*

Fifth, the lack of proper measurement and analysis of the performance of the digital marketing used makes it difficult to know how effective these efforts are in building a brand image. These deficiencies can hinder the ability to adapt strategies and improve results. After running digital content, we are obliged to measure and evaluate what deficiencies existed in the previous period so that we can correct the shortcomings.

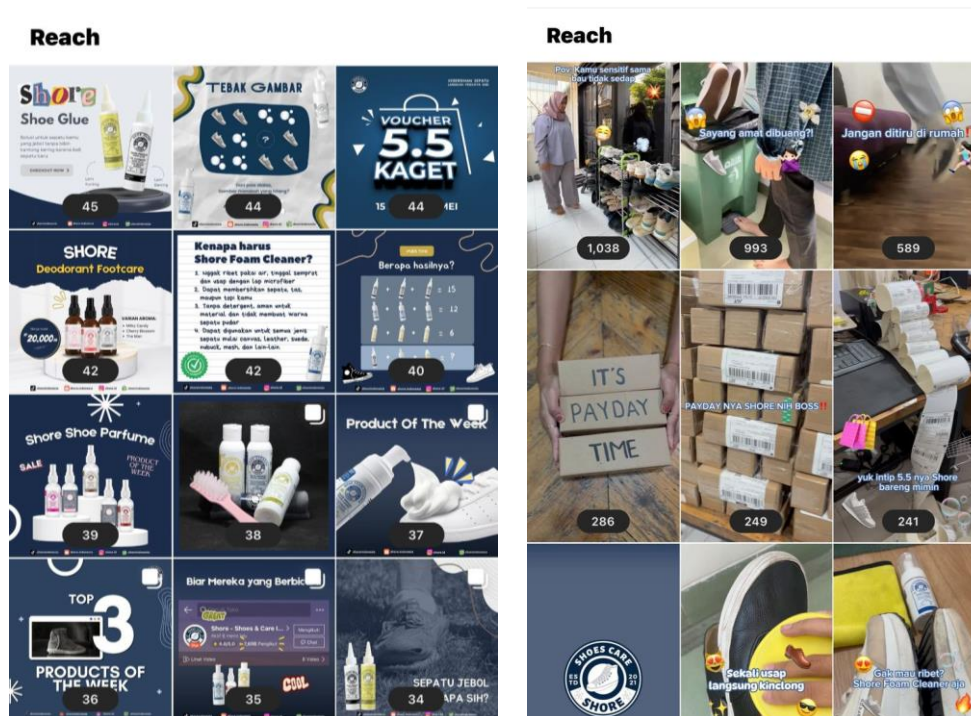
Lastly, choosing the wrong digital platform for the audience or type of content being promoted can reduce the effectiveness of brand image building efforts. Like Shore, whose target market is more inclined towards teenagers who like shoes, but is marketed on a platform where the majority of users are adults.

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### Research to Measure Digital Marketing Effectiveness at Mulyosari Group

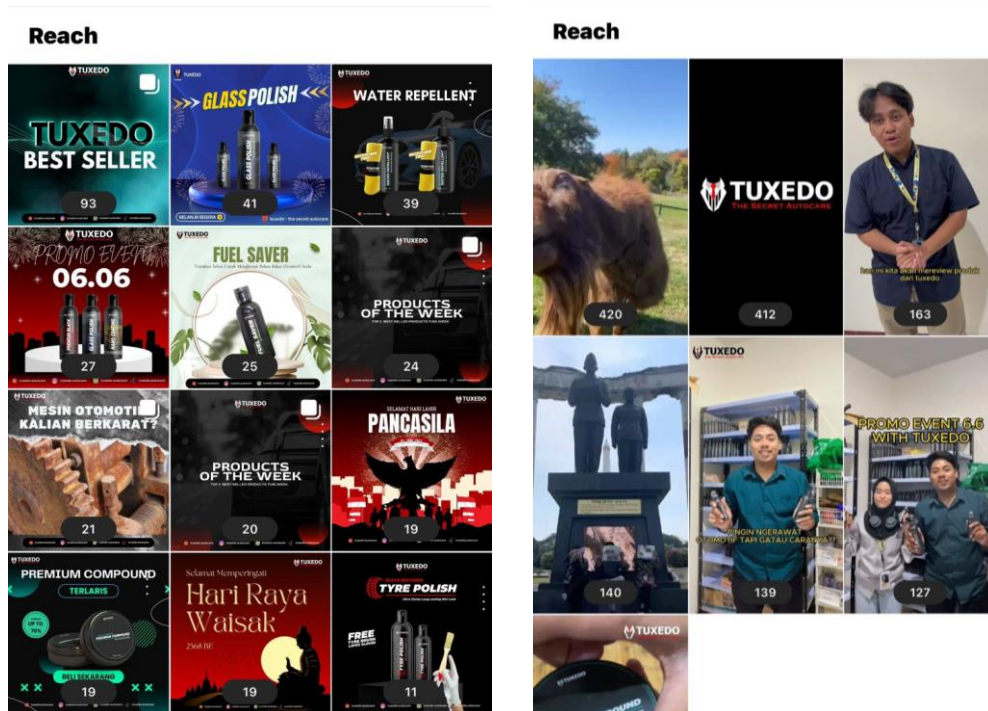
As a business uses digital marketing to market products, a business person must monitor and evaluate the campaign so that they can find out whether the campaign is effective or not. Of the many types of digital marketing used by Mulyosari Group, researchers will analyze them through interviews and other data that can be used.

We start with digital marketing, photo and video content on Instagram. It has been mentioned by subjects 3 and 4 (S3 & S4) that *"video content is by far the most popular with Instagram users, so in addition to creating photo and design content, we also increase video content."* It turned out that top officials at the Mulyosari Group also carried out a separate evaluation with the only meeting participants being the chief officers and branding managers. The S3 and S4 statements were based on the results of Instagram's weekly insight report which they discussed during the meeting, and it can be seen that video content is the most popular.

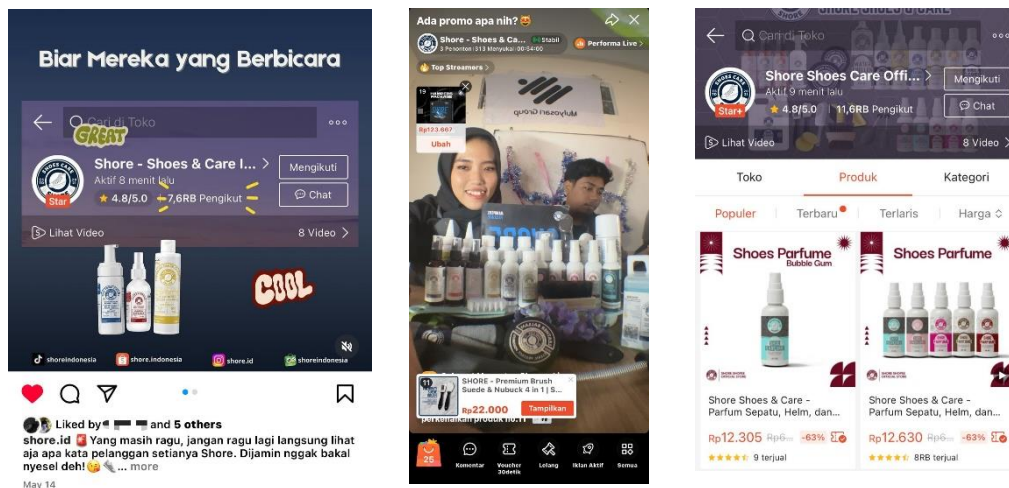


The following is Shore Shoescare's Instagram @shore.id insight, data shows that video content is more popular with the wider community. The number at the bottom of the post is the number that the post reached Instagram users. Photo content shows 34-45 accounts that have seen the photo or design content post, while video content has a coverage of 241-1,038 accounts.





The following is Tuxedo Autocare's Instagram insight @tuxedo.autocare. This data also shows that video content is more popular with the public. The number at the bottom of the post is the number that the post reached Instagram users. Photo content shows the number of 11-93 accounts that have seen the photo or design content post, while video content has a coverage of 127-420 accounts.



Above is the Shopee account from Shore Shoescare. In implementing digital marketing, Shore Shoescare also utilizes e-commerce. This example is a routine live streaming activity to promote Shore Shoescare products with many product arrangements that are clearly visible on camera so that viewers can see the product and logo clearly. The photo on the left is a post from Shore's Instagram account which contains a snippet of Shopee Shore's profile, May 2024.

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Shore has 7.6 thousand followers and on the right is Shopee Shore's followers in July 2024 with 11.6 thousand accounts.

Subject 2 (S2) said *"this increase is quite significant compared to some time ago (before May) because recently we have started to emphasize content creation and live streaming on Shopee"* The live streaming that was carried out did increase Shopee Shore followers and sales as well, but this may be due to e-commerce which provides vouchers if Shopee users follow seller accounts like Shore. So in terms of building a brand image, live streaming itself is not the main factor. It is true that live streaming can provide a brand image to the audience, but this is felt to be less justified because the live streaming of Shore and Tuxedo can still be improved in terms of showing brand identity compared to the live streaming that has been done recently.

The concept of digital marketing can be defined as the integrated application of modern digital technology, with traditional marketing strategies to achieve ultimate marketing goals. Companies are implementing this new type of marketing as well to get a big push to support easy trading with sophisticated smartphone apps that encourage trading activities. Brand image shows the added value of a product or service, which also reflects consumers' perceptions and attitudes or experiences towards a particular brand, including price, packaging, quality, market share and brand.

In addition, (Rizqi, 2023) shows that a strong brand can consider the customer's brand image, which includes several key dimensions such as perceived quality, brand awareness, and loyalty. For example, brand awareness shows the customer's ability to remember or recall that brand in various situations. In addition, brand awareness is a key component and influential factor in consumer decision making. they usually buy well-known products (Kotler & Keller, 2018). Subject 6 (S6) said that *"my mother watched live streaming from brands owned by the Mulyosari Group and bought their products because the live host's relaxed and educational manner, also because the display case placement and packaging colors used were very easy to understand so it was not difficult to find which item they wanted."*

Research conducted by (Suarantalla, 2023) shows that digital marketing has become a key factor and has a significant influence on attracting customers' buying interest. Consumers have shown their approval that digital marketing offers a wide range of products and best practices to be able to purchase products through electronic purchases and word of mouth. Digital marketing offers quality information about these products, making the purchasing process easier and more interesting, and word of mouth also supports the smooth exchange of information. In the same vein, they also agree that digital marketing allows the exchange of opinions and discussions about the negative or positive qualities of a product, which also allows consumers to form a clear idea about a particular product before purchasing.

These results are also in line with several studies such as (Erlangga, 2021) which show that marketing media has a significant influence on consumer purchasing decisions. The findings also discuss the role of brand image through brand awareness and sharing customer experiences with others, which also confirms this important role in customers' purchasing intention to use advanced marketing tools such as social media to be able to make purchases

Subject 7 (S7) said *"I personally like the Instagram feed edits from Shoe and Tuxedo because the colors, fonts and edits show that this is their brand identity. Shore uses dark blue and white, Tuxedo is predominantly black and has yellow, red, green and blue patterns depending on the product."* In terms of building a brand image, photo content or design is superior, but this is not optimal because the accounts reached from video content are greater.

Subject 6 (S6) said Subject 6 (S6) said *"Actually, I prefer video content because it's more practical to just watch and listen, if the content has captions or a full text design, I'm already lazy before reading it. So maybe Shore and Tuxedo can improve their video content so that it is better known to many people."* One of the sources explained that video content is more popular because they can receive information more easily and have fun. (Kenapa Konten Berbentuk Video Lebih Menarik?, 2023)

### ***Increasing Brand Identity in Video Content***

From the results of interviews with resource persons, their answers refer to video content that does not show enough brand identity even though video content has a high appeal for Instagram users looking to find out more about products from the Mulyosari Group.

The following are ways you can increase brand identity in video content, the first is to use a consistent intro. Starting each video with an intro that is distinctive and reflects the brand identity can make viewers remember what brand they are watching content about. This intro can be an animated logo, company slogan, or visual elements and greetings that are easily recognized by the audience.

Second, integrate brand colors and visual style. Businesses should ensure that the colors, fonts and visual styles used in videos are consistent with the company's brand identity. This includes the use of a logo, brand color palette, and design elements that reflect the company's values and aesthetics.

The third enhances the brand narrative. Audiences sometimes wonder what kind of company they are currently observing content from, so business people need to include narratives that describe the company's values, mission, or story in the video. This can be done through voice-over, text, or even through selected scenes or images.

Fourth, it can involve figures or workers in the company. Business people can use video to introduce key figures in the company or production team, tell about the CEO's journey to building the company, or what a day in the office is like. This can bring the audience closer to the company's identity and culture.

Fifth, add a call-to-action that supports brand identity. At the end of the video you can add an invitation to follow the company's social media accounts to get more information.

Lastly, develop a content series with a focus on identity. Businesses can create video series that focus on specific aspects of a brand's identity, such as history, innovation, or success stories. This will strengthen the impression of who your company is in the eyes of the audience. For example, content on the revolution in selecting raw materials, packaging that reaches the

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expedition's hands, being treated well, or how to grow an online shop from 0 to sales that continue to increase every day, or the journey of how to get certification.

By implementing the above methods, companies can increase recognition and understanding of their brand identity among existing and potential audiences, while maintaining their interest in already popular video content.

### **Conclusion**

The conclusion obtained from this research is that video content has greater potential to influence consumer behavior and market products than photo, design or live streaming content. This is due to the ability of video content to present information visually, audio and narratively in a more comprehensive and engaging manner so as to provide a brand image for the audience. Video allows brands to tell stories, show products in a relevant context, and capture viewers' attention and emotions by highlighting their brand identity more effectively. With technology continuing to develop, platforms like YouTube, TikTok, and Instagram are increasingly strengthening the role of video in digital marketing strategies, making it an excellent option for companies to reach their audiences effectively and efficiently.

### **Acknowledgment**

The researcher would like to thank 5 Mulyosari Group employees and 2 followers of the Shore Shoescare and Tuxedo Autocare social media accounts for the information provided and their willingness to conduct interviews related to this research. Furthermore, I would also like to thank Mrs. Dewi Khrisna as my lecturer who has provided direction and motivation from the start until I was able to complete this journal.

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