

Digital Marketing Majestic Koi Farm Through Sosial Media Instagram

Dewi Fitria Sari¹, Nur Maghfirah Aesthetika^{2*}

^{1,2}Departemen Ilmu Komunikasi, Universitas Muhammadiyah Sidoarjo

*fira@umsida.ac.id

***Abstract.** Based on the researcher will examine social media marketing related to the concept of content used in Majestic Koi Farm's social media instagaram, the researcher aims to describe the content strategy used by Majestic Koi Farm to obtain research novelty. In this study, the research method is used the approach shown where the research describes the facts, facts, fields, and properties of objective traits accurately based on data derived from the results of observations through the Instagram account on a business. This data collection technique is also carried out through research on the analysis of instagaram social media content. The object of this study is Majestic Koi Farm's Instagram, while the subject in this study focuses on Majestic Koi Farm. The results of the research based on analysis through Instagram social media show that Majestic Koi Farm has implemented a social media marketing strategy in its Instagram. Through the use of Instagram, Majestic Koi Farm has successfully influenced consumers and increased their sales.*

Keywords: Sosial Media, Marketing, Instagram

I.INRODUCTION

Majestic Koi Farm is one of the largest goldfish dealers in Indonesia since 2021 which is currently located in the city of Riau, Sumatra. This brand focuses on buying and selling koi fish, koi fish enlargement, and koi fish cultivation. This business is classified as a very promising type of business, besides a business that can also be said to be a hobby, this business has a very broad market opportunity and the average enthusiast is middle to upper class people. Koi fish for the upper class is considered a lucky fish or "hokki" which has an impact on the economy of the owner. Majestic koi is developing its koi business through social media called Instagram to expand market reach. Because Instagram has Instagram features that are very influential for these business owners. Majestic Koi Farm is also a user who is arguably new to the world of Instagram, but has recorded 89.6 thousand followers on its Instagram page. This can get maximum benefits with the development of information technology, buying and selling transactions can now not only be done directly but also through social media.

Nowadays, with the presence of the Internet, distance and time limitations seem to disappear in obtaining information. (N. Rizky & Dewi Setiawati, 2020). In this era of digitalization, we must be thirsty for technological developments. Instagram is one of the right choices to be utilized as a tool to expand the reach of customers who are outside the city or even abroad. Social media marketing makes the first aspect at this time. In this digital era, online media provides many opportunities and benefits for marketers to interact with consumers and promote their products or services, one of which is Instagram. Instagram at this time has also recorded more than 5 million users worldwide, of course this is very good to use as social media marketing later. According to Gunelius (2011: 10) social media marketing is a form of direct or indirect marketing used for business and to build brand awareness.

Social media are electronic tools that enable social interaction through internet-based media. These platforms typically facilitate the creation and exchange of user-generated content. Social media includes various types of social networking platforms and multi-media sites. Social media is also called a digital platform that allows users to create, share and exchange information, ideas, images, videos and other content in a visual community. The functions and benefits of social media are also communication and interaction, which means that social media allows users to communicate and interact with others in real time, both with friends, family, and friends. Social media is a powerful tool in modern life, as it allows people from different parts of the world to connect sensibly and be aware of its potential negative impacts. Therefore, social media is also considered a very influential tool in modern life, as it allows people from different parts of the world to connect sensibly and being aware of the potential negative impacts is very important to maximize its benefits. Social media is an online application, means and media shown to facilitate interaction, collaboration and sharing of material (Herna et al., 2019).

With the rapid development of technology, people's needs are becoming more diverse and business activities are also changing. In fact, people love Instagram as a platform for businesses to conduct promotional activities. Instagram social media is not only used as an easy and effective means of sales promotion, but also offers many benefits for marketers. One of them is that marketers do not

need to spend money to advertise their products, so they can do a lot of promotions and their products can dominate the market.

The development of the digital world has led to the rise of social media platforms. Currently, a social media called Tiktok is on the rise and is being talked about by many people. Instagram itself is a social media that allows users to upload videos lasting 15-60 seconds. Usually the uploaded video has music or simple text. By seeing the popularity of this social media, you can take advantage of this opportunity to introduce and promote a new business/brand. The rapid development of the use of Instagram applications in Indonesia, can make Instagram an effective promotional media in improving the Fisheries industry in Indonesia.

As the digital world develops, social media platforms are increasingly popular. Currently, a social media called Tiktok is on the rise and is the talk of many people. Instagram itself is a social media that allows users to upload videos lasting 15-60 seconds. Uploaded videos usually include music or simple text. Seeing the popularity of social media, you can take advantage of this opportunity to introduce and promote your new business/brand. With the rapid development of Instagram application usage in Indonesia, Instagram can be an effective advertising medium to improve Indonesian fisheries.

Instagram itself has several features that can be utilized by its users, including having photo and video features, and we see the tendency of social media users who like to see photos first rather than having to read. Not only that, in Instagram there is also an Instagram promotion feature, this feature helps to advertise a post. reels, and stories that we are uploading on Instagram to be disseminated to other Instagram users using the Instagram promotion feature. The promotion feature on Instagram makes one of the weapons that will defeat the print advertising system or advertisements on television. This is because these features have advertising costs that are relatively very cheap compared to the cost of advertising in print media and commercial television media. This is certainly easier to use and also replying to responses from consumers is easier (Hafidz Al Hakim, 2019). nstagram is superior to Facebook and Twitter because statistical evidence over the past few years has clearly shown that images and videos have a much higher level of engagement than text content on social media (Dally et al., 2020).

Besides having to utilize social media as a tool that helps in the marketing process, we also have to know the context needed to be successful in utilizing this technology, therefore a digital marketing strategy through Instagram social media is needed in order to make the most of this technology. The use of content in the context of digital marketing can be a very effective tool in increasing the success of using digital marketing. According to Pentina & koh (2012) Social media marketing triggers viral interactions between consumers in online communities, brand pages and fans, and promotional content created by companies / organizations on popular sites such as twitter, Facebook and many others. Of course, innovating to use Instagram as a marketing medium is the right thing. Not to forget that the important role of communication is also related to persuading consumers to carry out a purchasing activity.

Based on research conducted by Siti Barokah with a study entitled “Optimizing digital marketing through Facebook ads in Purwanegara Village” obtained results that showed this study that among them agreed to hold a socialization regarding the optimization of digital marketing through Facebook Ads to raise public awareness in utilizing and optimizing the use of social media as a promotional medium in their business. (Barokah et al., 2021)

Furthermore, based on research researched by M.F Hidayatullah with a study entitled “Digital marketing strategy with instagram and tiktok at dot.id boutique” states that the results of his research show the results of interviews and observations of digital marketing strategies at dot.id boutiques that dot.id boutiques utilize the features contained in tiktok using: Tiktokshop and also tiktok video content which is supported by endorsements as well as discounts and giveaways.(M.F et al., 2022)

Furthermore, related to research conducted by Muhammad Rizky entitled “The influence of social media marketing instagram on repurchase intention through experiential marketing and brand trust” states that the results of the study prove that social media marketing has a positive and significant effect on experiential marketing where social media marketing has a positive and significant effect. As a use that is carried out to interact with the audience and make a positive influence in sales that use targeted

promotions and advertisements which are usually paid advertisements on social media can be tailored to the target so that it is more efficient in reaching potential buyers who are relevant. (M. Rizky et al., 2023)

Based on the researcher will examine social media marketing related to the concept of content used in Majestic Koi Farm's instagaram social media, the researcher aims to describe the content strategy used by Majestic Koi Farm to get research novelty. From the observations that have been made by researchers, the owner of Majestic Koi Farm has succeeded in utilizing the content uploads on Instagram so that they can get the desired benefits.

II.METHODS

In this study using qualitative research methods, this data collection technique is also carried out through social media content analysis research instagaram. The object of this research is Instagram @majestickoifarm, while the subject is digital marketing majestic koi farm. Qualitative descriptive data analysis techniques describe and interpret the data that has been collected with the possibility of involving content analysis available on the Majestic Koi Farm account. Such as direct observation of user activities and responses to marketing strategies implemented by Majestic Koi Farm on the Instagram platform. The data analysis used in this research is in the form of photos and videos uploaded by content creators on Instagram, while the report will contain data quotations to provide an overview of the report presentation (Aglaiia & Aesthetika, 2022).

III.RESULTS AND DISCUSSION

The results of research based on analysis through Instagram social media show that Majestic Koi Farm has implemented a social media marketing strategy on its Instagram. Social media marketing also plays an important role in the activities of introducing its products to the public as a means to encourage the success or failure of a smooth in publicizing the products offered to consumers. Through the use of Instagram, Majestic Koi Farm managed to influence consumers and increase their sales. The Majestic Koi Farm strategy in building Social Media Marketing is as follows :

1. Triggering Viral Interactions with Consumers

Triggering viral interactions with consumers requires interesting content. One example of content that can attract consumer interest from what researchers have found is by discussing the championship in the koi fish competition event participated in by Majestic Koi Farm. In the world of koi fish hobbyists, this fish competition is one of the things that is very popular with all koi fish hobbyists. Therefore, by uploading content containing competition activities or data on the results of fish championships that have been contested, it will certainly become a hot topic of conversation and will certainly trigger viral interactions in the content on Majestic Koi Farm's Instagram social media.

In the process of building consumer interest, it can be proven by creative content that is easily remembered and absorbed by consumers. Like including elements of storytelling, comedy or questions and answers that can make consumers satisfied. Of course, it is supported by how we convey messages according to consumer characteristics. Interest is the most important stage in creating content. The content created must be interesting and of course can be a solution for followers.



Apart from uploading content about race activities or race results, the strategy carried out by Majestic Koi Farm is to upload Reels content related to showing off the collection of fish in this koi deller. Of course, with content that can trigger interactions that make the brand trading or viral, it will make the brand get a lot of publicity and be recognized by all Instagram users.

They use more story telling than copy writing. In the world of marketing, storytelling is a technique used to convey messages to customers through stories so that they feel part of the action. Storytelling is different from advertising, which can be considered a hard sell. Telling a story actually makes customers interested in what the owner is promoting to consumers about his product so that it can

create an emotional connection and make customers easily remember a product offered from the majestic koi farm brand.

The process of having the desire to buy must go through several stages such as awareness and interest. For this reason, it is very important to create interesting content so that consumers want to pay attention to the content from beginning to end. When the content is interesting. From there, the desire to buy will arise. Like the content below that contains elements of trust for new consumers.



Viral content itself is characterized by getting a large number of likes or comments. The image above on average has a large number of likes, this can be said to be a post that is viral or trending. The content that is being discussed is usually about competitions and fish-related content, the viral content comes from comments and live one of them on the Instagram social media platform because of direct interaction with the audience and a quick response to the current trending period. The existence of positive interactions makes consumers feel valued, this makes increased loyalty and more enthusiasm for sharing content.

Content that can achieve high virality will also get a high enough attraction, as is the case when Majestic Koi Farm uploads content that is themed about telling the types of fish in the deller, it will definitely make consumers feel the same daily experience and respond in a similar way. This of course always gets a publication that is in line with what is expected later.

In video shooting is also influenced by color composition, each color has a meaning that can convey a message. The classification is (a) Red: love, danger, courage, warmth, strength; (b) Green: nature, renewal; (c) Blue: technology, trust, cleanliness, security; (d) Yellow: optimism, cheerful; (e) Purple: great hope, strength; (f) Orange: energy, warmth; (g) Brown: earth, cozy, trustworthy; (h) Gray: intellect, futuristic, modesty; (i) White: holy, clean, precise, sterile; (j) Black: luxury, mystery, elegance. Therefore, the more attractive the colors shown will also certainly support the content to get large viewers.

Creating content that can go viral on this Instagram application is not only through a post or reels, but also through Instagram stories where this feature is also considered easier to find because the results of this Instagram story upload always appear on the top side on the first page of Instagram. Instagram design as a social media that can bring together business owner accounts with instagram users who need information from these accounts that can continue until the tarjet can be achieved, business owners are also included as instagram users hoping that Instagram can be useful in providing more detailed and informative information to consumers. However, these things are not seen as a problem in the formation of an Instagram account that becomes a business, because again that overall they are satisfied with the features and services provided so that there has been a good relationship between the owner and consumers.

Viral content is characterized by the presence of comments in each post, which is accompanied by an interesting caption that can increase interaction with the audience. Providing hastags in posts can also be considered as viral content on social media, because it uses popular and relevant hastags to increase wider reach. In today's highly competitive marketing environment, future consumer purchasing behavior and interests are important strategic assets that need to be considered and evaluated to maximize long-term performance going forward.

As in the picture above, for example, the story image on Instagram is one of the interesting content that can only be seen for a few seconds and a feature that allows users to share photos and videos that disappear after 24 hours, so utilizing the story feature can increase visibility and interaction on instgram stories as viral social media content.

The content uploaded by Majestic Koi Farm also shows education on koi fish care. This is one of the unique things for researchers because it is rare for koi fish sellers who want to provide directions

related to fish care. Majestic Koi chose a content theme that also educates because it thinks that this content can make viewers of the video increase significantly.



In the image display above shows the owner is providing koi fish care education which makes one of the main attractions for consumers to find out how the owner does it. That care is also carried out optimally for the product, and from the post the owner also tells that the fish feed consumed also affects the color and weight of the fish. Therefore, from these content posts, consumers can be more educated and feel satisfied with the posts provided by the owner.

2. Creating Brand and Fan Pages

Creating brand and fan pages on Instagram is an activity that can increase consumer emotions, which by the way we respond in a comment included in each content on Instagram can make consumers feel heard by the brand. In this case, consumers who engage with favorite brands using social media such as Instagram tend to have a stronger relationship with the brand than consumers who have never interacted with the brand through social media.

This question and answer content is done to build closeness with followers, so that followers feel emotionally closer and all their questions are answered. this method is very effective for increasing Instagram account insight. The more frequent interactions, many comments and like, will affect the performance of the Instagram account.

Getting and keeping customers and building customer relationships has always been a top priority for businesses. Social media marketing can help businesses build and manage relationships with their customers. Companies that understand these trends will be able to increase their competitiveness in the market and avoid losing customers and market backwardness compared to companies that are not quick to adopt and respond to these changes.



The researcher revealed that the existence of a relationship that emotionally connects consumers to the brand will have a positive impact and become a direct antecedent of loyalty and trust in Majestic Koi Farm. In other words, creating content that can be used as a platform to create brand and fan pages can grow as we build relationships with consumers on Instagram. Effective comment interactions can play a big role in creating a strong brand page and fan community on social media, utilizing comment interactions can strengthen the relationship between the owner and the customer, resulting in a stronger fan community and increased visibility of their reputation on social media.

Post Page



Publish content in the form of images or photos. There are many photos that you can post on Instagram. Instagram itself offers many filters to ensure the consistency of the uploaded topics. The technical point of view of the photography object uses a bird's eye view or a high angle of view. The goal is to make the product look clearer in terms of dimension, light contrast, space and visual texture, and secondly, to make the photography object look more realistic using eye level. The idea is to ensure that emotional beats are replicated more accurately.

With the posts made by Majestic Koi Farm with consumers making its own attraction for enthusiasts, this can help build a more personalized relationship and increase customer satisfaction and build reputation as a business. From the picture above, it explains the size and type of fish that are ready to be ordered and sent, namely some of the comments that contain:

@sutarahadi: “want ko, there is no rest of this

@effendyadria : “I'm ready to line 1 more super ones

Comments made quickly and responsively make an important channel for receiving feedback, criticism, and complaints from customers and can build good relationships. It is also useful to gather valuable information from customers about their preferences. The comments given to followers also make business owners more eager to post various content from their products. This is one of the strategies for business owners to attract customers to buy their products. (Anisyahrini & Bajari, 2019)

Reels Page



On the display through reels content that can include videos, music, effects and filters, the content of posts on Instagram is increasingly interesting and provides a wider reach compared to other content. Like the picture above for example, it shows the enthusiasm for business owners to continue to provide updates on their product content posts and promotions they make, as well as share activities carried out for owners about their koi competition championships.

Content through reels is also an opportunity for brands or individuals to express their personality and show what differentiates them from other competitors. It is also possible that this Instagram feature, namely reels, is very helpful in optimizing content and increasing marketing effectiveness. So, it is not uncommon for content creators to generate income through the content they create. The use of product video content makes consumers interested, in return likes on Instagram reels and makes the bond between consumers and owners closer. (M.F et al., 2022)

3. Creating Promotional Content

Next, related to promotional content created by Majestic Koi Farm which is done through Instagram social media as a place to market its products to consumers. In addition, various activities are usually carried out such as posting various contents that display promotional messages listed in each description column available in the Instagram application features. Promoting it will also make it more efficient and make many enthusiasts interested in buying their products immediately, so Instagram also prepares convenience for business owners with the features on Instagram today.

Advertising is a communication process that aims to encourage people to take actions that are beneficial to the person who created the advertisement. Promotion is one of the various types of marketing used by business people to promote or introduce their products to target consumers. The promotion carried out by the @dompetkeluarga account itself is in the form of discounts, giveaways, etc. Promotions like this can increase the attractiveness of buyers. Every consumer must really enjoy discounts or price cuts, even for some moments they must be waiting for, such as end-of-year promos, independence promos or holidays.

Referring to promotional content, there is promotional content that goes through Instagram stories to make effective promotional content, carried out with several important elements that need to be considered so that your promotional message is conveyed clearly and attracts the attention of consumers. The first is using attractive visuals by ensuring high-quality images or videos can produce clear, bright results that attract consumers' attention. And determine the appropriate colors and fonts so that they can be recognized.

The second is providing concise and clear information by ensuring that important information is conveyed at the beginning so that consumers do not miss the latest updates. The third is using special offers by applying prices and quality with attractive promos. Through digital marketing can be done with

various types of content designed to attract attention, build relationships with consumers, drive conversions. By utilizing various forms of digital content, marketing activities can be more effective in reaching target consumers widely. In digital marketing, creating interesting content is the key to attracting consumer attention.

In marketing activities carried out using promotional content so that its products can be widely known, Majestic Koi Farm advertises its products on social media as a channel for disseminating information that is useful for encouraging and convincing people to buy their products, so that the products they offer make people interested when they see the content. There are several contents that are used as references in this study that are related to the promotional content uploaded by Majestic Koi Farm, one of which is related to persuasive and informative language.

The design of a communication strategy using advertising promotions makes the planning of business promotion publicity that will be disseminated through Instagram social media as an electronic media and online media for owners. And of course the owner of Majestic Koi Farm also shares his promotional videos through his Instagram account as shown in the picture below.



In the display above, the post from the Majestic Koi farm account displays advertising content that contains elements of informative terms that provide special information for the content product. Explaining the informative product offering is by providing a caption containing: "Selling various types of koi fish of various sizes, from the best parents (Import), guaranteed fish quality and health, safe and guaranteed packaging, has participated in various cities in Indonesia" in the post already has more than 200 likes that have been obtained. The content post is very important to provide added value to a product through claims that are conveyed as positioning that differentiates it from other products.



In the elements of the post above that have been explained, including the type of persuasive advertising content, which links elements to persuade consumers and provides caption discrimination containing "This a big and beautiful one! Measurement of koi fish serves to determine the growth of koi fish, make sure you koi fish get form @majestic koi farm, find your best choices of koi here! " which if translated means "this is the big and beautiful one! Measurement of koi fish serves to determine the growth of koi fish. Make sure the koi fish you get from @majestickoifarm, Find your best koi choices here! " Persuasive sentences that provide elements of invitation or persuasion also make viewers or consumers interested in choosing products from majestic koi farm.



In the next content post, the image above also shows an element of persuasive offer to invite consumers to buy their products with an attractive invitation given by the owner, explaining the contents of the caption description stating: "Exploring the world of fisheries, choosing koi fish as an option is a very good decision then let @majestickoifarm help you in choosing, Find your best choices of koi here! " Which means exploring the world of fisheries, choosing koi fish as an option is a very good decision. Then let @majestickoifarm help you choose, Find your best choice of koi here !. When marketing a product, of course you must use the right strategy so that the product can be known by consumers so that they are interested in buying it. Posts that have various functions on social media provide several

advantages in conveying information. The delivery of this information in the form of posts on Instagram social media uploaded to the @majestickoifarm account in promotional content can reach a wider audience, is not dependent on time, and can be viewed anytime, anywhere. With the development of social media, its various functions and benefits allow the Internet to be used as a super-fast advertising medium that allows the distribution of electronic information. Advertising products on the Internet can be optimized using various methods. available internet features.

Building good communication with followers on Instagram social media, the owner is not only silent to introduce his products to consumers but also the owner continues to update his products by sharing posts on social media. For that, the owner must actively interact with followers, either to answer questions, provide tips or just greet followers. This is all done so that there is always activity going on on his Instagram social media account, such as the example image above, to make it a special attraction for buyers.

IV. CONCLUSION

This study shows that Majestic Koi Farm has succeeded in utilizing Instagram as the main platform in their digital marketing strategy. By implementing various interesting content, such as uploads about koi competitions, product promotions, and interactive content through Instagram features such as Reels and Stories, Majestic Koi Farm is able to build strong interactions with consumers. This not only expands their market reach but also increases customer loyalty and product sales.

The social media marketing strategies implemented, including creating viral content and building emotional relationships with consumers through interactions in the comments, have proven effective in increasing brand visibility and reputation. In addition, promotions carried out by utilizing Instagram features, such as paid advertising, help Majestic Koi Farm reach relevant target audiences at a more efficient cost than traditional advertising media. Overall, the use of Instagram as a digital marketing tool by Majestic Koi Farm is the right and effective step in increasing the success of their business in an increasingly competitive market.

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