

## **The Role of Instagram in Promoting Online Fashion at Vshopsidoarjo**

**Novi Nur Aini<sup>1\*</sup>, Didik Hariyanto<sup>2</sup>**

<sup>1,2</sup>Faculty of Business, Law and Social Science, Universitas Muhammadiyah Sidoarjo , Indonesia  
[novinuraini0203@gmail.com](mailto:novinuraini0203@gmail.com)

***Abstract.** This research examines the marketing communication strategy carried out by @Vshopsidoarjo via the Instagram platform, with a focus on the use of interactive features such as Instagram Stories. Based on the 4P marketing mix theory (product, price, promotion, place), this research explores how @Vshopsidoarjo utilizes social media to increase product marketing effectiveness, set competitive prices, expand market reach, and build closer relationships with consumers through interactive promotions . The research results show that this digital marketing strategy is successful in creating higher engagement with customers and increasing brand loyalty. The use of visual content and direct interaction through Instagram Stories has proven effective in building brand awareness and encouraging purchasing action. Overall, the use of social media as part of the marketing mix has had a positive impact on @Vshopsidoarjo's business growth.*

**Keywords:** Instagram, Vshopsidoarjo, fashion online

### **I. INTRODUCTION**

In the digital era, the role of social media, especially Instagram, is very important in people's lives. According to Albarran (2013) in his book entitled *The Social Media Industries*, Instagram is a popular social media platform for sharing photos. This social media was launched in October 2010 by its users to share various images online. (Yanthi et al., 2023). Instagram social media users can take photos, edit them using the available effects and share their photos to social networking sites. In addition to functioning to post photos and videos, the use of Instagram is now very diverse, including for building friendship networks. In the Instagram application, many accounts function as commercial media, information media, educational media, and even online mass media. Instagram provides information for its users and provides a discussion space for various topics, ranging from culinary and entertainment, health, to events around and current life problems. Instagram itself is one of the digital platforms of social media that accommodates various information from many groups (Hariyanto, 2016).

Instagram is the right choice for entrepreneurs to consider their marketing strategy to significantly increase business profitability (Suranto et al., 2022). Through Instagram social media, the @Vshopsidoarjo account is an account that sells fashion clothes by implementing a marketing communication strategy through Instagram. The @Vshopsidoarjo account has been around since September 2016 and has become one of the most popular online fashions in Sidoarjo Regency, with more than 1,397 followers. @Vshopsidoarjo uses the stories feature on Instagram for product promotion. Modern and effective marketing communication strategies on the @Vshopsidoarjo Instagram account include existing features, creating interesting content, optimizing link access, and implementing effective closing techniques. Various studies have shown that marketing strategies through Instagram can increase sales of a company's products. @Vshopsidoarjo uses the stories feature on Instagram for product promotion. Over time, sales have shown very good numbers with an increase of 10 million per month from the previous 5 million per month. The owner of the online shop @Vshopsidoarjo himself realizes that Instagram users often doubt online shopping sites, because

fraud often occurs on Instagram social media. In addition, the fairly tight competition with many other online shop figures selling similar products at more affordable prices is a challenge for the online shop @Vshopsidoarjo. They need to face these obstacles diligently and try to provide trust to consumers. In promoting its products, the online shop @Vshopsidoarjo faces obstacles where effective marketing communication skills are needed to attract consumer interest and encourage purchasing actions.

Marketing communication is important for companies to increase consumer awareness, interest, and purchasing actions of products or services. The study was conducted to optimize marketing strategies through the use of Instagram as an effective marketing communication media for online fashion businesses at @Vshopsidoarjo. Previous studies (Andika & Jovita, 2018; Fauzi & Mileva, 2018; Nadya, 2016) consistently support the argument that the role of digital marketing does not only depend on the implementation of technology-based marketing strategies alone, but also on a comprehensive understanding of consumer behavior. The success of digital marketing is realized optimally if the company is able to adjust its marketing approach to consumer behavior that continues to develop along with technological advances. Understanding consumer interaction patterns on digital platforms, shopping preferences, and tendencies to use the latest technology are determining factors in creating effective and relevant marketing campaigns. Therefore, these studies emphasize the importance of integration between technological innovation in digital marketing and consumer behavior analysis as the key to the success of marketing strategies in the digital era (Rachmansyah & Supratman, 2020).

In a study conducted by researchers, @Vshopsidoarjo was found to have an influential advantage compared to other online shops in Sidoarjo. This study shows that @Vshopsidoarjo's success in maintaining its existence since 2016 is not just a coincidence. Researchers noted several main factors that made @Vshopsidoarjo superior, such as consistency in product quality, ability to adapt to trends, and superior customer service. In addition, innovation in marketing and active interaction on social media are also the main reasons why @

## **II. METHODOLOGY**

This study uses a qualitative method with a descriptive approach. Qualitative research is a method used to examine objects in natural conditions (as opposed to experiments), where the researcher acts as the main instrument. This method involves the use of triangulation (combination) in data collection techniques, inductive data analysis, and research results emphasize meaning rather than generalization.

The object of this study is the Instagram account @Vshopsidoarjo, using primary and secondary data. The data sources for this study came from interviews with the owner and customers of the online shop @Vshopsidoarjo, as well as observing the role of Instagram in its marketing communication activities. The data collection techniques used were observation, interviews, and documentation. Qualitative data analysis in this study was carried out through three stages that took place simultaneously: data reduction, data presentation, and drawing conclusions, which are a series of interconnected analysis activities. These three main data analysis activities are a cyclical and interactive process. Qualitative descriptive data analysis in this study is an ongoing, repetitive, and continuous effort.

### **III.RESULTS AND DISCUSSION**

Technological advances have changed the way almost all aspects of life work, including in the business sector. One example is the development of online shop businesses. According to Philip Kotler and Kevin Keller (2012; 568) social media is a means for customers to communicate with each other, as well as with businesses and vice versa (Walid, 2018). One example is Instagram. Instagram allows more dynamic interactions between customers and businesses, facilitating the exchange of information, feedback, and product promotion effectively. Many online shop businesses have emerged, especially in the fashion sector such as @Vshopsidoarjo. The @Vshopsidoarjo online shop is based in Sidoarjo and is famous for its quality fashion products and accessories sold through the Instagram platform. Instagram, one of the popular social media platforms, is the right choice for online businesses as a marketing tool. Instagram has a wide reach and great appeal to today's millennial generation. The use of Instagram by the @Vshopsidoarjo online shop to promote products has proven its effectiveness in attracting the attention of many consumers.

In conducting promotions through social media, there is a close relationship between communication and interaction. Communication plays a very important role in promotional activities, because in promotions, the party promoting the product introduces their product through messages designed to attract consumers. The process of delivering promotional messages through Instagram features, as one of the popular social media platforms, is highly dependent on the effectiveness of communication carried out by the account owner. Instagram provides various features that support communication and interaction between businesses and consumers, such as Stories, IGTV, Live, and Reels. The use of these features allows businesses such as @Vshopsidoarjo to deliver promotional messages more effectively and get direct feedback from consumers. The interactions that occur through these features not only increase engagement but also build closer relationships between businesses and consumers. In the context of promotions by the @Vshopsidoarjo account, various Instagram features have specific roles in supporting their promotional activities. For example, Stories are used to display the latest products quickly and attractively, while IGTV and Live are used for more in-depth content such as product reviews or usage tutorials. The results of data collection in the form of interviews with the owner/business owner and admin of @Vshopsidoarjo by Vaiza, show that the use of these features is effective in increasing interaction and sales. Good communication through social media not only introduces products but also builds consumer loyalty, which ultimately supports the success of the business as a whole

@Vshopsidoarjo is one of the online shops in Sidoarjo that uses Instagram social media as the main platform to market its products. The use of Instagram social media in marketing activities provides various benefits, including for the @Vshopsidoarjo business which has succeeded in optimizing sales results through this social media. Through the Instagram platform, @Vshopsidoarjo can publish their products more easily and quickly, using attractive product photos and descriptions. Instagram is a very visual platform, allowing users to post high-quality photos and videos. This is very beneficial for fashion businesses like @Vshopsidoarjo because they can display their products in an attractive way. The uniqueness of @VshopSidoarjo lies in their more personal and local approach, both in product management and in building relationships with customers. Focusing on local products from Sidoarjo and responsive and fast service for the surrounding area, makes

@VshopSidoarjo different from other online stores. They not only prioritize product quality but also strive to create a deeper and more touching experience for their consumers.

According to the explanation given by Vaiza, as the owner of @Vshopsidoarjo, the selection of Instagram social media as a marketing medium is based on several strategic considerations. Vaiza stated "the main reason for using Instagram in marketing activities is because Instagram has become a social media commonly used by other online shop sellers from year to year. In addition, buying and selling activities can be carried out directly through the Instagram platform, especially through the Direct Message (DM) feature. Thus, Instagram functions as a platform that allows the implementation of two functions at once, namely marketing and sales transactions". Marketing activities are one of the main activities in business, so that with marketing activities in a business, it will have an impact on public knowledge in recognizing the product or the business itself. Based on the explanation above, Instagram was chosen as a marketing medium by Vshopsidoarjo because it has a dual function, namely as a medium for marketing and as a platform for buying and selling products through Instagram. Vshopsidoarjo shares various promotions in the form of content, both photos and videos, on Instagram with the aim of attracting the attention of followers and potential consumers to the promotional content.

During the use of Instagram, the online shop @Vshopsidoarjo implemented marketing that includes 4P (product, price, place, promotion). Promotional efforts made by the online shop @Vshopsidoarjo include utilizing various social media platforms, for example Instagram. The online shop @Vshopsidoarjo also utilizes paid promotion to promote other online shop accounts by offering reposting, so that it is mutually beneficial for both parties. Therefore, Instagram users from @Vshopsidoarjo expand their consumer reach to outside the city. In addition, Instagram also has features that can work together with the promotional goals set by the online shop. Consumer accounts that have many followers are also often used as partners by @VshopSidoarjo with the aim of expanding reach and increasing consumer trust in the brand. This collaboration allows @VshopSidoarjo to reach a wider audience through organic recommendations from consumers who are already trusted by their followers. Thus, the brand's presence on the digital platform becomes more authentic and credible in the eyes of potential new customers. The uniqueness of @VshopSidoarjo lies in their more personal and local approach, both in product management and in building relationships with customers. Focusing on local products from Sidoarjo and responsive and fast service for the surrounding area, makes @VshopSidoarjo different from other online stores. They not only prioritize product quality but also strive to create a deeper and more touching experience for their consumers.

Based on the results of the researcher's observations, when visiting the online shop @Vshopsidoarjo, it is indeed seen from the 1,388 followers. This existence is shown in the form of an Instagram Profile as an online shop through Instagram @Vshopsidoarjo." Data collected through interviews with owners and customers, as well as direct observation of marketing activities on Instagram, will be analyzed to provide an in-depth picture of the effectiveness of this strategy. The results of the study are expected to provide useful insights for other online business actors in optimizing the use of social media for marketing communications.

## **Product (Produk)**

@Vshopsidoarjo is an Online Shop engaged in fashion. This business offers a variety of fashion products and accessories to consumers who want to follow the latest fashion developments. Various types of fashion products offered by this business include hoodies, tunics, and gamis. Each fashion product has its own uniqueness and characteristics to meet the needs and preferences of customers.

Online shop @Vshopsidoarjo always tries to offer quality products at competitive prices in the market in order to meet the needs and desires of its customers. Based on the product photos posted on Instagram @Vshopsidoarjo, it can be seen that the products offered are very diverse and in accordance with market needs. Fashion products produced by Vshopsidoarjo include various types of clothes and accessories such as hoodies, tunics, dresses, jackets and even some custom products.

Fashion products offered by Vshopsidoarjo can be selected based on the needs and tastes of each consumer. In the image posted on the Instagram account @Vshopsidoarjo, it can be seen that the products have been explained in detail by providing information about the size of the clothes, color, materials used, and the price of the product. By providing detailed information about the products sold, the Vshopsidoarjo online shop business can make it easier for consumers to choose the products they want. In addition, the products offered by the @Vshopsidoarjo online shop are also always updated according to the latest fashion trends. This is done so that the business can compete with other online shop businesses on the market. Vshopsidoarjo always strives to produce the latest fashion products that are in accordance with trends, such as gamis and tunics with various attractive motifs and colors.



Image: @Vshopsidoarjo product  
(Source: Instagram @Vshopsidoarjo)

Based on the image above, it is an Instagram account from the online shop business @Vshopsidoarjo. The products posted on the Instagram account are also given detailed information such as size, price, color, and materials used. This is done to make it easier for customers to choose products. In addition, @Vshopsidoarjo also provides a chat feature via WhatsApp to make it easier to ask questions. The success of @Vshopsidoarjo in the online market can be shown by the increasing number of Instagram followers. The success of @Vshopsidoarjo in the online fashion market can be shown by the number of Instagram followers. It can be concluded that the fashion products offered by @Vshopsidoarjo can meet consumer needs by providing a choice of quality products, making transactions easier, and products are always up to date with current fashion trends.



Image: Price @Vshopsidoarjo  
(Source: Instagram @Vshopsidoarjo)

The image above shows that the pricing strategy implemented by @Vshopsidoarjo is very important in attracting consumer interest, especially in the midst of tight competition with other online stores. @Vshopsidoarjo offers fashion products at competitive prices but still prioritizes quality. To maintain competitiveness, @Vshopsidoarjo often offers discounts or special price promotions at certain times, such as when launching new products or at certain events. This is done to attract more consumers and encourage increased sales. In addition, @Vshopsidoarjo is also transparent in presenting price information on each product post on their Instagram account, which is equipped with details such as size, color, and product material. This transparency helps consumers make faster and more accurate purchasing decisions. In the image upload posted by @Vshopsidoarjo via Instagram stories, it can be seen that the product price is clearly and in detail regarding the price, consumers can get a clear picture of product availability and the desired price before they decide to buy. This helps potential consumers in making decisions. According to interviews conducted by researchers with @Vshopsidoarjo customers, customer trust in buying products depends on the quality and price of the product. Information about product prices allows potential consumers to make comparisons and

selections at prices that fit their budget and meet their consumer needs.

In addition, Vshopsidoarjo is also always committed to setting competitive prices with similar online shop businesses, so that it can obtain a good position in the market. This makes the @Vshopsidoarjo online shop one of the online shops that always pays attention to consumer needs in buying fashion products. It can be concluded that the price information clearly stated by the @Vshopsidoarjo online shop is one of the important factors in increasing consumer trust in the business and making it easier for consumers to make decisions before buying. Therefore, Vshopsidoarjo always pays attention to product price information in order to make it easier for consumers to choose and buy the desired products, as well as increase consumer trust and loyalty to this business.

### **Place (Place)**

As an online business, @Vshopsidoarjo utilizes Instagram as the main place to promote and sell its products. Instagram was chosen because this platform has a wide and diverse user base, which makes it easy for @Vshopsidoarjo to reach a larger and more targeted audience. In addition, Instagram provides various features such as Instagram Shop, which makes it easier for consumers to directly view and buy the products offered without having to leave the application. @Vshopsidoarjo also utilizes the WhatsApp instant messaging application to communicate directly with customers, provide more personalized services, and answer questions quickly and efficiently. The integration between Instagram and WhatsApp ensures an easy and smooth transaction process, thereby increasing customer satisfaction. A strategic place or location is very important in product marketing with today's technological advances, you can shop without having to leave your home just by using a gadget and accessing the internet. As a well-known social media platform, Instagram is the right medium to interact with customers online. Direct interaction between sellers and consumers is no longer needed in purchasing products through online shops, and it also makes it easier for busy consumers to buy products without having to visit the store in person. In product marketing, a strategic place or location is usually associated with the placement of shops in shopping centers or street vendors in the city center. However, the existence of the online shop @Vshopsidoarjo via Instagram has opened up opportunities for consumers to shop without having to come to the location. Customers can also easily communicate directly with the seller via Instagram

### **Promotion (Promotion)**

Promotion is one of the key elements in @Vshopsidoarjo's marketing strategy. This Instagram account utilizes various existing features, such as Instagram Stories and feeds, to promote their products. @Vshopsidoarjo regularly posts interesting visual content, which not only displays the product but also shows how to use it in everyday style, making it more relevant to the audience. In addition, they often hold special promotions, such as discounts or giveaways, which aim to increase interaction with followers and expand market reach. The use of the right hashtags and collaboration with local influencers are also part of an effective promotional strategy to increase brand visibility on Instagram. @Vshopsidoarjo effectively utilizes Instagram Stories as a promotional tool by displaying their clothing products through visual and interesting content. They often share short videos or photos of the latest collections. @Vshopsidoarjo's Stories also feature style ideas that combine clothes with

other accessories, inspiring the audience on how to use them in everyday life.



Image: Promotion @Vshopsidoarjo  
(Source: Instagram @Vshopsidoarjo)

- Th The image above shows the current development of social media that allows businesses to market their products in a more effective way than conventional methods. Through effective and efficient promotional efforts such as those carried out by the online shop @Vshopsidoarjo, businesses can reach consumers globally and build closer relationships with consumers.
- Th The online shop @Vshopsidoarjo on Instagram is a platform that offers various fashion products, especially clothing that follows the current millennial generation trend, which can be seen in the content of its Instagram profile. So it is important for @Vshopsidoarjo to maintain the trust and enthusiasm of its followers towards their brand by consistently presenting content and fulfilling marketing promises. Consistency in presenting content and fulfilling marketing promises is the key to maintaining customer loyalty.
- As As a strategy to increase product popularity and sales, the online shop @Vshopsidoarjo carries out various appropriate and effective communication strategies. One of the strategies implemented by the online shop @Vshopsidoarjo is marketing through Instagram social media, which can reach followers or customers every day from 8 am to 9 pm by relying on computers and mobile phones. In addition, in the process of communicating with Instagram users, the online shop @Vshopsidoarjo relies on testimonials from customers which are stories or confessions of satisfaction conveyed by customers (Haque-fawzi et al., n.d.).
- Th These testimonials are published by customers by posting photos or videos and tagging the @Vshopsidoarjo account on Instagram. Then, the @Vshopsidoarjo Instagram account will re-share the testimonials as testimonial content through the Instagram account. Reposting customers who post on Instagram @Vshopsidoarjo with tags can increase @Vshopsidoarjo's interaction with customers through Instagram.
- Ba Based on the researcher's observations, before being reposted on Instagram, @Vshopsidoarjo first creates information content that allows customers to post photos tagged with @Vshopsidoarjo products. Instagram @Vshopsidoarjo then makes a selection based on the photo tags entered. In addition to the Instagram feed, there is also an Instagram Stories feature, so that reposted content can maximize reach.

Discounts and price cuts are one of the content concepts posted on Instagram @Vshopsidoarjo for its role in selling its products. The owner of @Vshopsidoarjo said that the content plays a role in selling its products on certain products through Instagram @Vshopsidoarjo. Therefore, @Vshopsidoarjo likes to give discounts on certain days, because it affects the sales of its products. In the online shop @Vshopsidoarjo there is also a giveaway which is an activity of sharing prizes with certain terms, conditions, and provisions. Both content concepts are an attraction for consumers to always check some of the products offered by @Vshopsidoarjo.

### **Testimoni**



Image: Testimonial @Vshopsidoarjo  
(Source: Instagram @Vshopsidoarjo)

In the image above, customers appear very satisfied with the products offered by @Vshopsidoarjo. They provide positive testimonials showing that these products not only meet, but also exceed their expectations in terms of quality. These testimonials will be published on the Vshopsidoarjo Instagram account as real evidence of the superior quality of the products sold. By publishing these testimonials, @Vshopsidoarjo hopes to attract more new customers and strengthen the trust of existing customers, by showing that the products they offer are indeed of high quality and worth buying.

The process of publishing testimonials begins when customers post photos or videos of products they have purchased and tag the @Vshopsidoarjo account on Instagram. The Vshopsidoarjo Instagram account will then re-share (repost) the testimonial as part of their marketing strategy. By using customer-generated content, @Vshopsidoarjo not only increases the brand's credibility in the eyes of consumers, but also creates stronger and more personal interactions between customers and the brand. Reposting from customers who tag @Vshopsidoarjo not only increases interactions but also expands the reach of the product to a wider audience through the Instagram platform. This is an

effective strategy in building customer loyalty and strengthening @Vshopsidoarjo's presence on social media.

#### **IV.CONCLUSIONS**

@Vshopsidoarjo memanfaatkan Instagram sebagai platform komunikasi pemasaran digital dengan strategi yang terintegrasi dan kreatif. Dalam menjalankan strategi ini, @Vshopsidoarjo menggunakan berbagai fitur yang tersedia di Instagram, terutama Instagram Stories, untuk berkomunikasi langsung dengan audiens. Melalui Stories, @Vshopsidoarjo menampilkan produk secara visual yang menarik dan informatif, memberikan penjelasan mendetail tentang keunggulan produk, serta menyampaikan informasi terkait harga, promosi, dan diskon. Berdasarkan teori bauran pemasaran (4P), strategi dalam online shop @Vshopsidoarjo mencakup aspek Produk, Harga, Tempat, dan Promosi. Produk disajikan dengan visual yang menarik dan informatif, sementara Harga dan promosi sering disampaikan melalui Stories dalam bentuk informasi singkat dan promosi terbatas yang mendorong konsumen untuk segera melakukan pembelian. Tempat distribusi sepenuhnya memanfaatkan platform digital, sehingga memungkinkan @Vshopsidoarjo menjangkau audiens yang lebih luas tanpa batasan geografis. Promosi dilakukan secara interaktif melalui fitur-fitur Stories yang memungkinkan mereka berinteraksi dengan pelanggan melalui polling, kuis, atau penawaran eksklusif, yang secara efektif meningkatkan keterlibatan dan loyalitas pelanggan. Dengan memanfaatkan media sosial sebagai alat pemasaran yang interaktif dan dinamis, @Vshopsidoarjo berhasil membangun hubungan yang lebih dekat dengan pelanggan, memperkuat brand awareness, dan menciptakan loyalitas pelanggan yang tinggi.

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