



DIGITAL MARKETING STRATEGY THROUGH SOCIAL MEDIA IN INCREASING THE SALES OF THE FLOWER BUCKET BUSINESS IN SERANG

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Abstract

A marketing Strategy is a series of integrated actions towards a sustainable competitive advantage. Meanwhile, marketing strategies and tips from the seller's point of view (4P) are a strategic place (place), quality product (product), competitive price (price) and vigorous promotion (promotion). Total customer satisfaction is the ultimate goal and marketing strategy concept (Total Customer Statistics). Flower bouquet marketing strategy by utilizing social media the study aims to find out how the marketing strategy for a digital flower bouquet business through social media is to increase sales and what are the obstacles and challenges to marketing flower bouquets by utilizing social media. The research method used is qualitative, The results of the study explain that increasing the sales results of flower bouquet entrepreneurs in Serang City with social media marketing strategy steps for small-scale businesses using WhatsApp, Instagram and Facebook, namely: social media marketing strategies by building credibility, attracting potential customers, building relationships on social media, sharing content, create valuable content, use good and interesting images, crowdsource interesting and authentic content, participate in online groups and communities, use social media as a space to have interesting conversations and limit social media platforms.

Keywords: Marketing Strategy, Social Media and Increasing Sales

INTRODUCTION

The development of the business world today shows symptoms of increasing competition towards wider market domination. Both large and small companies compete with each other and race to seize marketing places in various ways and efforts so that companies can sell as many products as possible to consumers who need them. Therefore, companies must be able to dominate a broad market with well-mastered marketing strategy methods to increase their sales with an upward graph.

The progress or decline of a business depends on the strategy implemented by the entrepreneur in increasing his business and making his business continue to exist in the long term. In the business world, what is very important is having a marketing strategy that plays an important role, even very important, in the longevity of a company. This marketing strategy is expected to minimize the failure or death of a business. Therefore, the role in determining the strategy must be competent people who understand the situation and market conditions.

A marketing Strategy is a series of integrated actions towards a sustainable competitive advantage. Meanwhile, marketing strategies and tips from the seller's point of view (4P) are strategic place (place), quality product (product), competitive price (price) and vigorous promotion (promotion). Total customer satisfaction is the ultimate goal and marketing strategy concept (Total Customer Statistics).

Marketing strategy can be divided into three components: segmentation, targeting, and positioning. Segmentation According to Philip Kotler, segmenting (market segmentation) identifies and forms different consumer groups who might ask for the product. The market consists of many types of customers, products and needs. Marketers must determine which segments offer the best opportunities. Consumers can be grouped and served in various ways based on geographical, demographic, psychographic and behavioural factors. The process of dividing a market into different groups of buyers with different needs, characteristics or behaviours, who may require separate products or marketing programs, is called market segmentation (Kotler and Armstrong, 2006). According to Philip Kothler, targeting is a strategy to allocate company resources effectively. After segmenting, the company selects the segment or segments to enter. This segment is called targeting, an effort to place the company's resources efficiently; therefore, targeting is an appropriate strategy (Ginting, 2011).

Serang City is a city that has a business venture that can grow rapidly. Many MSME businesses in Serang City have great opportunities in the long term. As is the case with the Serang area in Banten Province, which has MSMEs, one of which is the flower bouquet business. For regions with MSMEs, the flower bouquet sellers consist of 14 entrepreneurs who use digital marketing media to increase their sales.

Digital marketing is a platform used by entrepreneurs, micro investors, product-based companies and other units to promote their products or services (Sabila, 2019). So it can be said that in digital marketing, there are no limits because companies can use any device such as mobile phones, tablets, laptops, televisions, backdrops and also through social media, video, email, and many more that can use to promote the company's products and services.

In the era of development that is growing along with increasingly sophisticated technology, the business world is also growing with the media in its marketing. It is undeniable that all entrepreneurs must understand technology, one of which is cell phones that all groups now own to facilitate daily activities. It should also be used by all flower bouquet entrepreneurs, especially those in Serang. Flower bouquet entrepreneurs should be able to continue to increase sales through digital marketing media such as the use of social media WhatsApp, Instagram, Facebook and so on. Sellers can also use business media such as Tokopedia, Shopee, Toko, and others for marketing their products to increase flower bouquets sales.

But lately, the flower bouquet business has been increasingly innovated with different marketing media. Those who can utilize technology such as social media will be able to sell flower bouquets outside the region. However, it is common to find flower bouquet sellers who still need help utilizing technology. While flower bouquets are developing as time goes on, they must continue to innovate and must be able to compete for market share.

To maintain the existence of flower bouquet sellers so they can survive in the long term, flower bouquet entrepreneurs should also make the latest innovations through digital marketing media.

However, many flower bouquet sellers still need to understand how to use digital marketing media for marketing their products so that sales continue to increase every month and the flower bouquet business continues in the long term.

The problem of this research is limited to the data taken, only limited to how the marketing strategy for a flower bouquet business is by utilizing digital through social media to increase sales in the City of Serang. So the problems can formulate: (1) What is the marketing strategy for a digital flower bouquet business through social media in Serang City? (2) What obstacles and challenges are marketing a digital flower bouquet business through social media in Serang City?

Marketing strategy

Strategy is a process of determining the plans of leaders who focus on long-term goals, accompanied by the preparation of a method or effort so that the goals of the company can be achieved (Sabila, 2019). The strategy is a long-term plan to achieve goals consisting of the activities needed to achieve them (Eddy, 2016).

Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products, services, and value between one person and another. The current role of marketing is not only delivering products or services to consumers but also how these products or services can provide satisfaction to customers on an ongoing basis, so that company profits can obtain by repeating purchases (Rahayu 2017).

Marketing strategy is making decisions about marketing costs, marketing mix, and marketing allocation concerning expected environmental and competitive conditions (Farida et al., 2019). It can conclude that a marketing strategy is a fundamental tool planned to achieve the company by developing a sustainable competitive advantage through the markets entered and marketing programs used to carry out these target markets. And companies can use marketing programs simultaneously where each program has a different impact on demand.

Digital Marketing

Digital marketing has become the most widely used and desirable marketing system for business people who offer products or services and for buyers who enjoy these products or services. Nowadays, digital marketing is considered more effective than other systems.

According to several experts, the following is the definition of digital marketing: (1) Chole & Dharmik digital marketing is a platform used by entrepreneurs, micro investors, product-based companies, and other units to promote the products or services they offer. (2) Chaffey & Chadwick, the use of the internet and other digital media and technology to support modern marketing has given rise to a series of labels and jargon created by academics and professionals. The labels or jargon in question

are digital marketing, internet marketing and web marketing. (3) Kleindl and Burrow digital marketing is a process of planning and executing concepts, ideas, prices, promotions and distribution.

Types of Digital Marketing

Digital Marketing and Social media have several media that can support digital marketing activities, such as cell phones, social media, search engine optimization (SEO), email, search engine marketing (SEM) and text message. Types of digital marketing, namely: 1) Mobile phones, such as WhatsApp, Line, Kakao Talk, and many more with one click. 2) Social media is a marketing communication tool that has great capabilities because of the ability to communicate with a wide range of people, share information, and break geographic boundaries.

Social Media Marketing is a very successful online marketing method compared to other types of marketing. Almost everyone knows and has social media. This marketing medium is more utilized by small businesses, MSMEs or other businesses in rural areas (La Moriansyah, 2015). Social media is a group of internet-based applications that use Web 2.0 ideology and technology, where users can create or exchange information on these applications. Some of Indonesia's most popular social media with millions of users are Facebook, Twitter, Instagram, Youtube, Blogs, and others. Social media allows users to communicate with millions of other users (Sabila, 2019).

Examples of social media that companies often use are Facebook, Instagram, Twitter, LinkedIn, SnapGram, Youtube and so on. The following are the types of social media that companies often use in promoting their products or services (Ryan, 2017):

1. Facebook

Facebook is the social media with the most users in the world. Facebook Fanpage is one of the features most often used by online sellers to market their products.

2. Instagram

Instagram itself is still part of Facebook, which allows Facebook friends to follow our Instagram account. The growing popularity of Instagram as an application that is used to share photos has made many users who are into online businesses also promote their products via Instagram.

3. Pinterest

This social network is almost the same as Instagram because both expose posts with photos.

4. Twitter

Twitter timeline in a minute or a few minutes can change quickly, especially if we follow a lot of followers who often make tweets. Although limited to the number of characters, Twitter is also useful for marketing products online.

5. *BlackBerry Messenger*(BBM)

BBM is a chat application that was originally only available on Blackberry mobile phones. Blackberry Messenger is now used by many online businesses to promote their products in cyberspace because of the large number of Blackberry Messenger users in Indonesia.

As a marketing tool, social media has a strategy for its users. The following is a social media marketing strategy for business (Suherman, 2020), namely: (1) Social Media Marketing Strategy by Building Credibility, (2) Attracting Potential Customers, (3) Building Relationships on Social Media, (4) Sharing content that Accurate, (5) Create Valuable Content, (6) Use Good and Interesting Images, (7) Crowdsourcing For Interesting and Authentic Content, (8) Participate in Online Groups and Communities You can also join online groups and communities, (9) Using Social Media As Space To Have Interesting Conversations, (10) Limit Social Media Platforms. While the types of email marketing that companies often carry out in promoting their products or services are: 1) Newsletter Emails, 2) Transaction Emails,

Flower Bouquet Business

Etymologically, business is an effort made to obtain benefits or profits. Humans generally carry out business to obtain income or to fulfil their life needs by managing economic resources effectively and efficiently (Muslich, 2004). According to the Big Indonesian Dictionary, the meaning of the word bouquet is a bouquet. A bouquet has a meaning in the noun or noun class so that a bouquet can express the name of a person, place, or all things and everything that is a noun.

Types of flower bouquets

1. Biedermeier flower bouquet

This type of flower bouquet is named after the German interior design style. Biedermeier flower bouquets are flowers arranged in a circular pattern. Flower circles can be composed of several colours, but each layer of flower arrangement remains one colour.

2. Posy flower bouquet

Posy flower bouquets are also a popular choice for brides. The Posy is small so that it can hold with only one hand. The closed flower stalk is wrapped in a ribbon as a handle.

3. Nosegay flower bouquet

Called a mussie bouquet, a nosegay is a circular cluster of flowers. Although similar to Posy, the nosegay flower bouquet incorporates more green plant elements.

4. Cascade flower bouquet

It is the right flower bouquet for brides who want to display their wedding luxuriously. As the name suggests, cascade (waterfall), this bouquet can attract the attention of many people because the design is quite fancy, with a string of flower arrangements sticking out to the bottom.

5. Hoops bouquet

With a simple arrangement, the hoop flower bouquet is composed of various flowers and greenery, put together with an elegant touch by using a ribbon in the same colour as the wedding theme.

6. Ballerina bouquet

Like a ballet dancer, the flower bouquet above is very sweet and classy. This style of flower bouquet dates back to the 1940s when flowers were scarce. So the number of flowers used for the arrangement is small.

7. Arm Sheaf Flower Bouquet

The arm sheaf flower bouquet model became popular in the 1990s after being worn by some well-known people. This particular flower arrangement is distinguished from others in that it is made up of flowers with an elongated shape.

METHOD

Types and Research Approaches

The type of research used by author uses a qualitative approach. Qualitative research emphasizes that reality has multiple dimensions, interactive and exchange of social experiences that individuals interpret. Qualitative research is to understand social phenomena from the participant's point of view. Participants are interviewed, observed, and asked to provide data, opinions, thoughts, and perceptions. Qualitative research examines participants with various interactive strategies such as direct observation, participatory observation, in-depth interviews, documents, and complementary techniques. At the same time, this type of research uses descriptive methods because the writer will clearly describe the phenomena that occur in the field.

Research sites

This research is field research located in the city of Serang. Most of the flower bouquet sellers in Serang City use digital media, and their location could be more strategic with the existence of a campus. In contrast, the target market for these flower bouquet sellers is students.

Population and sample

The population is a generalization area consisting of objects/subjects with certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2018). The population in this study were flower bouquet sellers in Serang City, namely 14 flower bouquet sellers.

The sample is part or representative of the studied population (Faisal and Mujianto, 2017). The sampling technique in this study used a purposive sample. Purposive sampling is a sampling technique with certain considerations. In this study, the sample is flower bouquet sellers who use at least 2 (two) social media in marketing their products to increase their sales. Based on the author's observations of

the total population in Serang City, namely 14 flower bouquet entrepreneurs, only eight entrepreneurs use more than 2 social media as a sample of the total population.

Data source

1. Primary data

Primary data is data obtained or collected directly from the data source. Primary data is also known as original or new data that is up to date. To obtain primary data, researchers must collect it directly (Arikunto, 2018). Primary data sources in this study are all data that will be obtained from all informants through interview techniques with research objects on marketing strategies with digital marketing media in increasing sales of flower bouquet businesses in Serang City.

2. Secondary Data

Secondary data is obtained or collected from various existing sources (researchers as second hand). Secondary data can be obtained from various sources such as the Central Bureau of Statistics, books, reports, journals, medical records and others (Arikunto, 2018). Secondary data sources in this study are documents, books, photographs, and other results that can be used as secondary data.

Method of collecting data

Data collection can be done in various settings, sources, and ways. When viewed from the settings, data can collect in natural settings, in laboratories with experimental methods, at home with various respondents, in seminars, discussions, on the road and others. Data collection techniques can be carried out by observation (observation), interviews (interviews), documentation and a combination of the four (Hardani, 2020).

In this study, the authors used three research methods, namely follows:

1. Observation

Observation is part of data collection. Observation means collecting data directly from the field. With observation, the researcher will catch things that the participants may not disclose in the interview or that the participants do not want to disclose. Usually, sensitive things will not disclose to strangers who have just arrived but can be caught if the researcher is in place using his feelings and sensitivity. Collecting data using the observation method, the author took part in a field trip to a flower bouquet seller in Serang City.

2. Interview

Interviews are conducted to obtain information which cannot obtain through observation or questionnaires. It is because researchers can only observe some things. Not all data can be obtained by observation. Therefore researchers must ask questions to participants. Questions capture people's perceptions, thoughts, opinions, and feelings about a phenomenon, event, or fact.

3. Documentation

Documentation is also known as gathering information on issues or variables through notes, transcripts, books, newspapers, magazines, inscriptions, minutes of meetings, calendars, and so on. Compared to other methods, this method is relatively simple because the data source has not been altered and remains the same even if there is an error. It makes the method an attractive alternative. Using the documentation method, inanimate objects and not living things observe.

Data analysis method

Qualitative data analysis differs from quantitative analysis, in which the methods and procedures are definite and clear. The sharpness of qualitative data analysis depends on the researcher's ability to conduct quantitative research. Researchers who are used to this approach review the results of their research in-depth and concretely (Sandu and Ali, 2015). In this study, data analysis was carried out using three stages, namely:

1. Data reduction

Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns and removing unnecessary ones. Data reduction can make by doing abstraction. In other words, this data reduction process is carried out by researchers continuously when conducting research to produce core notes from the data obtained from data mining results. So the process of summarizing, choosing the main things, and focusing on important things can find in written notes at the research location, which carries out in Serang City.

2. Data Presentation

The presentation of data is a set of structured information that gives the possibility of concluding. This step is carried out by presenting structured information that gives the possibility of concluding. According to Islamic economics, the data in this study is presented in the form of narratives about the marketing strategy of the flower bouquet business to increase sales and maintain its existence in the long term.

3. verification

Conclusion or verification is the final stage in the data analysis process. In this section, the researcher concludes from the data that has been obtained. This activity is intended to find the meaning of the data collected by looking for relationships, similarities, or differences. Conclusions can draw by comparing the appropriateness of the statement from the research subject with the meaning contained in the basic concepts of the research.

DISCUSSION AND RESEARCH RESULTS

Flower Bouquet Marketing

The success of a business can be determined by the ability of a small business in terms of market its products. Especially nowadays, competition is getting tougher between businesses, requiring

business owners to develop creative ideas to attract buyers (consumers). There are four marketing strategies (4P): Product, practice, Place and Promotion. To be able to face increasingly fierce competition, small businesses need help to provide various types of trawlers with the latest models that consumers demand. If there is a discrepancy in bad condition small flower bouquet business, provide services related to this matter by repairing or replacing it with a better product.

The strategy for determining the price by the business owner for each flower bouquet arrangement is as follows:

Table 1 Bouquet Types and Prices

Budget Type	Information	Price
Money flower bouquet	10 bills	Rp. 50,000
	15 bills	Rp. 60,000
		Rp. 70,000
Flower Bouquet	20 bills	Rp. 80,000
		Rp. 90,000
Snack flower bouquet	25 bills	Rp. 50,000
	30 bills	Rp. 50,000

Source: Processed, 2022

Flower Bouquet Promotion

Distributing flower bouquets is not assisted by sales or employees; consumers may come directly to the business location or contact via online media. They are distributing directly to consumers, namely through person-to-person, so that customers bring in new consumers. The business owner arranges several flower bouquets as examples to upload on social media to attract the interest of the wider community who use social media.

In terms of promotion, small businesses notify the public, especially consumers, of the existence of their business by introducing them directly to the public and people around them, both in the neighbourhood, around the house, at work, and on campus or school. In addition, the small flower bouquet business introduces its products through social media or digital marketing to expand its business, be it from WhatsApp, Instagram, Facebook and others, by introducing the advantages and disadvantages of its products. Because with this promotion, small businesses can pay low costs and only a small fee. Besides that, business owners can directly monitor the progress of customer orders from online media.

Social media

There are six major categories of media, one of which is social networking, which in this study will be the focal point of this research. Social networking is one of the tools widely used by the public

to carry out interactions, and this interaction is one of the effects produced in the virtual world. This social network has a main character that each user can find and form a new network of friends—judging from the various cases that have formed a new network of friends, and this can be caused by an interest in some of the same things, such as having the same hobbies. Examples of social media often used are Instagram, Facebook and WhatsApp. Instagram, Facebook and WhatsApp are very efficient in terms of opening business opportunities in terms of promotion through pictures, postings, and various delivery processes to the general public (public). According to Jan H.Kietzmann and Bruno S. Silvestre, explaining that there are several functions of social media, including knowing information about the identities of social media users, manipulating the lines of communication from each user to each other, social interactions that are increasingly expanding through the range of utilization internet and website technology, creating communication that can be connected with several audiences, being able to transform through conveying message content itself, being able to build a personal brand for entrepreneurs and businesses and the public, being a media intermediary for entrepreneurs, businesses, and society as well public

to increase sales and introduce their products, small flower bouquet businesses use social media as a medium to introduce their products by conducting promotions and marketing their products on social media. Social media has various access channels and provides a variety of information consumers need about a product in terms of making purchasing decisions. Bouquet utilizes Facebook, Instagram and WhatsApp to promote and market their products. Facebook provides a variety of advanced features that are available in the application and are different from or even not available on social media before. Aside from being a means of exchanging messages with other users, account owners or social media users can also create personal pages. Add or remove friends, update or create statuses, and can also share various types of content, be it videos or images, and so on. In addition, Facebook also has a privacy tool that limits other users from seeing everything that is shared on this social media.

Instagram social media is an application that has a feature for sharing photos and videos and allows users to take photos and videos and use the various features provided in this application. In this application, every business person can take advantage of every existing feature as an advantage. WhatsApp is one of the social media that the public has widely used. This application is a messaging application for Smartphones. WhatsApp is a more sophisticated form of SMS, where the difference is the use of pulses on SMS but data packages on WhatsApp. Several features are provided in this application, such as sending text messages, photos, videos, files, and others. In addition, users can also record sound or make calls from this application. In addition, users can also freely set their profile panel, which consists of the name of the status photo and several privacy settings tools provided to protect the profile.

To get maximum results in marketing on social media, small business bouquets via Facebook, Instagram, and small businesses carry out the following stages; (1) Create a dedicated account for the

business. Because of this, people who are friends with these social networking accounts can more easily search for these accounts and see our products, (2) Take advantage of every available feature. For example, the Instagram reels feature can upload unique videos about products, and the live broadcast feature can show products directly to Instagram and Facebook users to build trust in the products being marketed. (3) Daily Updates. Namely posting photos/videos on status and stories so people can avoid getting bored with our products and finding out about the latest products. (4) Product descriptions. Write in detail about the information on the product being marketed, such as the price. (5) Utilizing hashtags from buyers. When a buyer purchases a product, we can ask the buyer to upload the product purchased on social media and then tag our store account so that curious people can see our store, (6) Fast and friendly service. This point is one of the most important points in conducting promotions because it can give a good impression to buyers to buy or even make the next purchase. (7) Make a discount or discount. It can also increase the number of purchases made (8). Gives a bonus for every purchase, and this bonus can give, such as giving free stickers, additional snacks, etc. (9) Create honest advertisements. Advertising for the Sari flower bouquet business is more about showing the original form of a ready-made flower bouquet through videos uploaded on social media. Or even in the form of video reviews from direct customers. It is very influential because if potential buyers are interested and the results match the videos or advertisements they have seen, they will likely place another order or even promote it to those closest to them. (10) Show Testimonials from Customers; small flower bouquet businesses usually show testimonials from customers after offering their products on social media,

Based on SWOT analysis, the advantages of a bouquet can be identified as follows: Products made can be adjusted to the wishes (request) of the buyer. The price offered is quite cheap and can be afforded by the buyer. Purchase and payment systems can be made online. Product replacement if defects or errors are found in the flower bouquet arrangement. The initial capital used to open a business comes from confidential sources, already has several regular customers, and the bouquets purchased can be delivered directly to the buyer's place. Apart from that, the flower bouquet business also has several weaknesses, among others: This flower bouquet business is still not widely known and is still affordable around the sales location, Has not kept financial records regularly, several competitors also sell Bouquets, Many customers are afraid of unsuitable goods with those on social media accounts.

Beyond that, the flower bouquet business also has several opportunities, including The high interest of consumers from various backgrounds, such as students, in buying a series of openings. The business will grow faster because the capital is from their capital. You can open a business elsewhere as a way to dominate the market. You can improve your promotional strategy so you can attract lots of buyers. Some threats must be anticipated by the flower bouquet business, including Intense competition because, in one location, several businesses also sell the same product. The business does not develop because the owner needs to regularly keep financial records, which can impact his business's financial development.

Advantages of selling on social media: It doesn't cost a lot (cheap). Because this sales technique only uses internet fees or data packages, it can reach a wide audience. Because this sales technique can reach all people who use social media, it can access at any time. Consumers and buyers can communicate about products at any time without having to meet in person.

Weaknesses of selling on social media: Buyers cannot see directly or try the product to be purchased, only through photos or videos shared by sellers. Fraud often occurs. The buyer often needs to make a payment transaction for the product he bought. The goods that come are not the same as those sold. This incident is often annoying and complained about by consumers because the goods purchased are not the same or even very different from those sold by online sellers.



Figure 1 Examples of Flower Bouquets

CONCLUSION

Digital Flower Bouquet Business Marketing Strategy Through Social Media in Serang City.

To increase sales results, Serang City flower bouquet entrepreneurs use social media marketing strategies for small-scale businesses using WhatsApp, Instagram and Facebook, namely: social media marketing strategies by building credibility, attracting potential customers, building relationships on social media, sharing accurate content, creating valuable content, using good and interesting images, crowdsource interesting and authentic content, participate in online groups and communities, use social media as a space to have interesting conversations and limit social media platforms.

Constraints and Challenges in Marketing a Flower Bouquet Business with Digital Through Social Media in the City of Serang.

The obstacles experienced by flower bouquet entrepreneurs who market their products through social media are a lack of understanding about the use of social media as a marketing tool, the occurrence of fraud on social media, internet network constraints, and competition with other online entrepreneurs. The challenges in utilizing social media as a marketing strategy tool to increase sales, namely entrepreneurs must keep up with technological developments along with the times, need capital to promote their business, have free time to pay attention to social media, maintain the privacy of social media accounts and have many relationships, to increase sales results.

ACKNOWLEDGMENTS

The author would like to thank all for the support and encouragement throughout the process until the end of this research. Hopefully, these results can be used as reading material to add readers about digital marketing strategies through social media in increasing sales of flower bouquet businesses in the city of Serang, as well as a source of reference and information for the same research size for comparative studies to review knowledge.

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