

Personal Selling of *Musik Ritme Dinamika* Production on Instagram

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Abstract—Music Rhythm Dinamika Production (MRD Production) is a company engaged in the equipment rental service (production) event/event contractor, which has been established since 2011. The promotional activity used by MRD Production is Personal Selling. Personal selling carried out by MRD Production is unique, namely personal selling through Instagram. This study uses qualitative research methods, with a case study approach, the authors use a single instrumental case study type of research. The result of this research is that Personal Selling MRD Production through Instagram is carried out to carry out consumer targeting activities, where they use advertising and A / B testing. They also use Instagram in their personal selling activities for content planning activities. Research content, define the content, and distribute content via Instagram. They also carry out prospecting, selling, and after-sales activities in implementing personal selling on Instagram. The conclusion in this study is that personal selling via Instagram is effective for marketing a product to consumers.

Keywords—personal selling, social media, instagram

I. INTRODUCTION

Musik Ritme Dinamika Production (MRD Production) is a company engaged in the rental of event/event contractor equipment (production) which has been established since 2011. MRD Production provides equipment/services needed to create events with quality goods, human resources, as well as the best service for a smooth and successful event. The products provided by MRD Production are quality products, as evidenced by the large number of events they produce each year, that is 185 events per year.

Marketing communication is an important element in running a business. Companies must use a marketing communication activity to introduce their products to potential consumers, so that they understand about a product being offered, starting from the advantages, benefits, and added value of certain products. In the journal Meyrin, Kawengian, Marentek [1] Djasmin Saladin states that:

"Marketing communication is an activity that seeks to spread information, influence, and persuade or increase the target message of the company and its products to be willing to

accept, buy loyal to the products offered by the company concerned" (Djasmin Saladin, 2001: 123 in Meyrin et al. [1]).

Integrated marketing communication in Sarastuti [2] consists of five tools that can be combined with each other in communicating with the target market, namely:

- Promotions that are useful for expressing opportunities for products to be sold by companies through graphic creation activities with artful colors so that they can attract the attention of consumers or customers are called advertising.
- One type of marketing that is usually used to introduce new products, spend old products, and of course increase sales figures. This promotion is temporary, is intended to increase buyers' interest in the product, and is carried out by the company at certain moments, this is called Sales Promotion.
- Personal selling is a form of interpersonal communication that involves face-to-face activities carried out by an individual representing an organization or business entity to influence or remind target targets in making purchases. The salesperson is connected to communication in the form of direct communication (one to one) which allows for direct input.
- Efforts are planned continuously on purpose, in order to build and maintain mutual understanding between the organization and its people. This promotion is a plan using persuasive communication to influence public perceptions, or so-called public relations.
- Direct marketing targets individual consumers intending to deliver personal messages and building relationships based on responses to direct communication.

The promotional activities used by MRD Production are Personal Selling. Personal Selling is direct (face-to-face) communication between sellers and potential customers to introduce a product to potential customers and form a customer's understanding of the product so that they will then try and buy it (Tjiptono in Lontoh [3]).

Personal Selling is marketing that is done face to face with potential customers. However, along with the times, the application of Personal Selling can be done through digital media.

At this time many companies are switching to using the internet, especially social media to market their products, this is as stated in the journal Sharma with the title Marketing Response Modeling: Impact of Digital Marketing for a Luxury Car Brand, stated that:

“After realizing the power of social media, many brands are leveraging the platform to build strong connections with their customers through online conversations. In particular, brands are actively using social media for advertising and marketing” (Kim & Ko, 2012 in Sharma [4]).

Despite the opinion regarding the ineffectiveness of sales through personal selling, MRD Production continues to sell through personal selling by clearly conveying the advantages of their products and services to potential customers. However, with the development of technology and communication, they began to adjust their way of promotion, namely by using the internet to facilitate their main promotion, namely personal selling. This is a form of marketing integration, according to what is described in the journal Nursatyo, Rosliani with the title Digital Marketing Communication Strategy for Telunjuk.com Price Comparison Site [5], that:

“The application of the Integrated Marketing Communication (IMC) approach can be done via the internet. The form of the IMC approach in the digital era is advertising, sales promotion, personal selling, public relations, and direct marketing. Personal selling on the internet is designed to be a complementary tool in increasing sales or increasing personal relationships with consumers” (McGraw-Hill, 2012 in Nursatyo [5]).

As we know, Personal Selling is always done face-to-face, while MRD Production has made a breakthrough by using Social Media as a means of carrying out Personal Selling activities, one of which is done and different from its competitors is in targeting potential consumers. Targeting is selecting one or more market segments to enter or how the company optimizes the market and in determining the target market the company must use the concepts of priority, variability, and flexibility, in Yuliana [6].

Personal Selling promotional activities can be carried out or can be facilitated by social media. This is reinforced by a statement in the journal Anderson, Rolph with the title “Personal Selling and Sales Management in the New Millennium” which states that “2.2 million salespeople (sales/salespeople) are currently using sales technology tools, and the number has increased by about 40%. every year”. This statement proves that currently Personal Selling activities carried out by salespeople can be done through technology, one of which is social media, which serves to provide information and attract the attention of consumers and potential consumers to the products being marketed.

Other products use salespeople in promoting their products by making direct contact with potential buyers and persuading them directly, while MRD Production uses Instagram as a forum for determining their target consumers, this is done because by using Instagram, they can find targets quickly and widely, and reduce the uncertainty of interest in potential customers. By using Instagram, they get data from potential customers who really want to use the product of an event contractor. This refers to the opinion in journals [7]. The use of digital in marketing has several advantages, including fast visible results, wider coverage, and targets can be adjusted according to demographics, domicile, lifestyle, and even habits

In addition to targeting consumers, MRD also implements content planning in their personal selling activities on Instagram, which in the journal Sukendro [8] explains that the principle of content marketing is to offer content, in print and digital media, which relevant to the target market.

Personal Selling carried out by MRD Production through Instagram is also used in Aftersales, where their competitors use telephones to ensure consumer satisfaction, but MRD Production uses Instagram as a tool in doing After Sales, in the form of their client satisfaction data.

Based on the description of the research context above, the authors are interested in researching with a research focus, as follows: "How does Personal Selling MRD Production use Instagram social media?" Furthermore, the objectives of this study are described in the following points:

- Knowing the planning content of MRD Production Personal Selling on Instagram social media
- Knowing how to determine MRD Production consumer targeting through Personal Selling on Instagram social media.
- Knowing the implementation of Personal selling MRD Production on Instagram social media.
- Knowing why MRD Production chose to use Instagram social media for Personal Selling activities.

II. METHODOLOGY

This study uses a qualitative research method with a case study approach. Qualitative research is methods for exploring and understanding the meaning that some individuals or groups of people perceive as derived from social or humanitarian problems. This qualitative research process involves important efforts, such as asking questions and procedures, gathering specific data from participants, analyzing data inductively from specific themes to general themes, and interpreting the meaning of the data. The final report for this research has a flexible structure or framework. Anyone involved in this form of research must apply an inductive research perspective, focus on individual meanings, and translate the complexity of a problem [9].

As related to the case study approach, a case study is a research method that uses various data sources (as much as possible) which can be used to research, describe, and explain comprehensively various aspects of the individual [10]. In this study, the authors used a single instrumental case study research type, which is a case study research conducted using a case to describe an issue or concern. This study uses a constructivist paradigm to determine the experience gained by marketing MRD Production which works to offer event contractor products to potential consumers through Instagram social media.

The object of research in this study is Personal Selling MRD Production using Instagram social media. While the subjects in this study were divided into two types, namely primary and secondary subjects. The primary subjects in this study were the Marketing Division of MRD Production, including the Head of Marketing for MRD Production, namely Faris Lutfhi, MRD Production Lead Marketing, namely Fadlan Ariq Mahmoeidin, and Sales / Marketing Ari Aryanto. Meanwhile, the secondary subjects of the research were clients from MRD Production who had used MRD products for at least 1 year, which included Reyhan Muhammad, Qaed Kim, and Fadel Muhammad Hasan. In qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources, and more data collection techniques on participant observation, in-depth interviews, and documentation [11]. In this study, first step taken by the researcher was to conduct interviews with the main resource person in MRD Production, this was done so that researchers get data from this research, namely Personal Selling MRD Production via Instagram, after conducting the interview the author made observations to ensure what was conveyed in the interview was in accordance with the events in the field. Then the researchers did a search for documents on MRD Production to complete the data from this study.

In this study, researchers used the source triangulation technique as a technique for checking the validity of the data. According to Pujileksono [12], the triangulation of data sources is to explore the truth of data/information through various data sources. From several predetermined sources, the researcher used triangulation of sources to obtain the accuracy of the data obtained from interviews with the Marketing MRD Production Department, reinforced by 3 client representatives who have used MRD Production products.

III. RESULTS AND DISCUSSION

A. *Content Planning for Personal Selling MRD Production on Instagram Social Media*

MRD Production in marketing its products using Personal Selling which is done through Instagram social media. In the Personal Selling activity through Instagram, there is a planning of Personal Selling content on Instagram MRD Production. Content planning is one of the strategies carried out by MRD Production to attract the attention of their prospective clients because they think that with interesting content on Instagram,

MRD Production will create an interest for their potential customers. Besides being able to generate interest from their potential customers, Personal Selling content planning is considered as a strategy to convey product information to their potential customers.

In the journal Sukendro [8], the principle of content marketing is to offer content, in print and digital media, that is relevant to the target market. Content must be designed specifically according to the needs of the target market to be targeted. This situation then led to the phenomenon of "media rent to media own". According to J Rowley in Yazdanifard, 2015, content marketing is management that ensures definite identification, with strong analysis to attract the attention of prospective customers who are distributed via digital media. As already mentioned, a content plan must be prepared following which market the company is aiming for, besides that, the content must be attractive and have a special appeal to potential consumers so that the message conveyed can be well received. Messages must be designed in such a way as to produce the desired effect. Planning for content on Instagram social media is carried out so that their Personal Selling activities run well and optimally.

The first stage in planning personal selling content on social media Instagram MRD Production is that they do market research first, this is done because understanding how the market situation will make it easier for them to determine what kind of content they will issue, even though MRD Production itself already has standards. In content planning, however, this must still be based on clear analysis, so that the content they release is effective or attractive to potential consumers. MRD Production conducts market research together with sales staff so that they know what the market wants, what potential customers need, so that when they enter the content determination stage they already know what they have to do, and it can be time-efficient for MRD Production in marketing their products.

The second stage in planning MRD Production's personal selling content on Instagram social media is determining the type of content to be published by MRD Production. Determination of content in content planning is a very important element in attracting potential consumers, therefore MRD Production pays close attention to determining the content they will publish on their Instagram social media. After going through the market research stage, MRD Production determines the content that will be published on their Instagram, but they already have standards in determining the content they will be published, but they are still adjusted to the results of the market research that has been done previously.

The third stage in planning MRD Production's personal selling content on Instagram social media is content distribution and content management. At this stage, MRD Production carries out the distribution that has been determined at the content determination stage, MRD Production publishes content on their Instagram in marketing their products to potential consumers, which is done so that their Personal

Selling activities can run well. The content that they post on their Instagram is in the form of photos and videos of events that have used their services, this aims to provide information to their potential customers about the quality of MRD Production products, so potential consumers have an idea of the sound quality, stage, and lighting from MRD Production. As explained in the journal [8], content marketing must have a condition, which is Usability, where content must have a clear function for potential consumers because it will make potential consumers understand the product which is marketed.

Besides that, MRD Production has an advantage compared to its competitors on Instagram social media, they also create content about the process of an event being formed, from the installation of goods to the end of the event where their competitors do not create such content. Another thing that is used by MRD Production in planning Personal Selling content on Instagram is to provide more benefits for consumers who use their services, where they will market their consumer events on their Instagram, such as promoting the event through the story feature, even participating in posts on the page MRD Production Instagram. Another strategy in planning MRD Production content on Instagram is to make video testimonials from consumers who have used their services, this is so that other potential consumers are interested and believe in the quality of MRD Production.

Besides, at the next stage, MRD Production manages content in planning content on their Instagram. MRD Production controls the content that they publish, for example, they determine the hours of content that will be posted on their Instagram page, besides that they control the amount of insight they get from posts that have been published, this is done to make MRD Production easier at the stage content evaluation. MRD Production's personal selling content planning form on Instagram is commonly referred to as missionary selling, which is promoting a product, sometimes receiving messages stated by Mc Carthy. This is done by MRD Production salespeople because they manage content including receiving comments, and reply to the comment.

The fourth stage in planning MRD Production's personal selling content on Instagram is the content evaluation stage. This activity is very important because it will determine the success or failure of content that has been published. MRD Production evaluates content every month, as they have done in the content management stage, they monitor the insights they get, this is the main reference in content evaluation activities.

With a content evaluation, MRD Production will be able to find out the weak points of the content they have released, so they can redesign the content they will do in MRD Production's personal content planning on Instagram. In addition, with content evaluation, MRD Production has carried out a personal selling activity, namely information gathering, they get data from the market about how effective the content they have released on their Instagram page. Because Information Gathering activity is a personal selling activity in which the activity is conducting research and intelligence market research

[13]. The overall process of planning MRD Production's Personal Selling content on Instagram social media is described in the following model on figure 1:

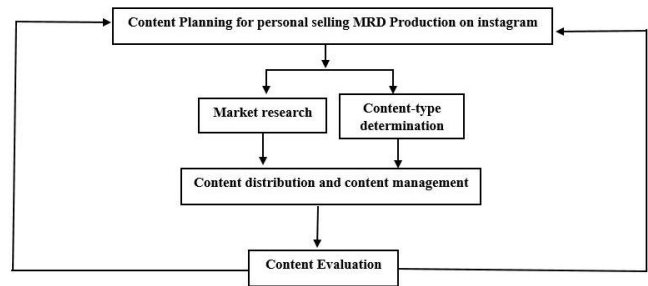


Fig. 1. Content planning model for personal selling MRD Production on Instagram.

B. Determination of MRD Production Consumer Targeting Through Personal Selling on Instagram Social Media

Targeting consumers is an activity carried out by MRD Production in conducting Personal Selling through Instagram social media. Consumer targeting is a core strategy in the success of Personal Selling MRD Production on Instagram social media. Targeting is the selection of one or more market segments to be entered or how the company optimizes the market and in determining the target market the company must use the concepts of priority, variability, and flexibility, in Yuliana [6].

The consumer targeting carried out by MRD Production in personal selling activities on Instagram social media is carried out in several steps where the first step is that they conduct market research first, MRD Production salespeople are assigned to find information about what is trending in the event contractor business, besides salespeople must research potential clients for MRD Production starting from what event they will make, how many prospective viewers will come, even the age and occupation of the prospective viewers who will come, this is intended so that the MRD Production when offering their services to the prospective client has prepared the things that the prospective client might need, this strategy is commonly known as market positioning. This is by what was conveyed by Hermawan [14], that the determination of market position as a "strategy to direct customers" by building a sense of trust, confidence, and competence for customers to create an existence in the minds of customers.

As mentioned above, market targeting is an activity carried out by a company to determine a particular segmentation to realize a potential response from potential customers. MRD Production conducted market targeting activities through Instagram, where at first they targeted the market by direct / face to face. This is done to create time and cost efficiency, besides that by targeting via Instagram they can easily get data from their potential customers. This is in line with what is stated in Purwana et al. [7] that digital use in marketing activities, namely marketers can (1) set targets according to demographics, domicile, lifestyle, and even habits, (2) Costs

are much cheaper than conventional marketing. MRD Production does advertising on Instagram social media, in this way they can get potential consumer data so they can approach directly with their potential customers. This can replace the role of the salesperson who initially had to come directly to prospective customers, now salespeople can immediately take the initial approach through Instagram, this can save time and money for MRD Production in their marketing activities, namely personal selling.

The next stage carried out by MRD Production in consumer targeting activities through Personal Selling on Instagram social media is to evaluate the market and market response. As previously explained, MRD Production carries out advertising on Instagram social media to carry out their personal selling activities on Instagram social media. However, there is a final stage which is one of the keys to the success of consumer targeting through Instagram, namely market evaluation and market response. As we already know, in marketing our products we must know which market we are going to, so that the purpose of the products we sell is conveyed properly. Market evaluation and response activities carried out by MRD Production are activities carried out when the data obtained from previous activities have been obtained, MRD Production's salespeople process the data that has been obtained to determine whether the targeted market is good or not to be determined as a potential market. Market evaluation and market response activities are carried out by seeing how the response of potential consumers who have seen MRD Production advertising, whether the insights obtained are good or not, especially insights in the form of filling in the data contained in the advertising if the data and responses obtained are not satisfactory means that these areas and markets will not be candidates for potential market candidates for MRD Production, because the purpose of conducting Personal Selling consumer targeting activities on Instagram social media is to get market data and respond quickly and accurately so that there will be no errors in determining market targeting potential. If you look at the opinions contained in Purwana et al. [7] whereby using digital as a facility in marketing activities, marketers can quickly see the results of targeting activities so that marketers can take corrective actions or changes if they feel that something is wrong. This makes the targeting activity on Instagram social media a breakthrough for marketers who use Personal Selling promotions because with these activities marketers can evaluate quickly so that marketers can immediately re-plan the steps their business must take so that targeting activities produce accurate data for marketers.

Overall, the following is a model of MRD Production Consumer Targeting through Personal Selling on Instagram social media on figure 2:

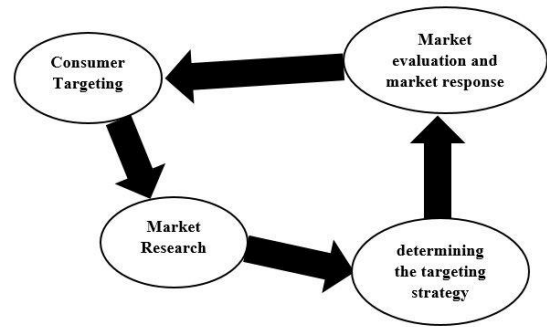


Fig. 2. MRD Production targeting model through personal selling on Instagram.

C. Implementation of Personal Selling MRD Production on Instagram Social Media

Currently, many companies use social media to market their products, including MRD Production. This company uses Personal Selling as the main tool in marketing them, but with the development of technology and communication, they finally chose to combine their Personal Selling activities using social media, namely Instagram. This is reinforced by a statement in the journal Nursatyo, Rosliani with the title Digital Marketing Communication Strategy for Telunjuk.com Price Comparison Site, that:

"The application of the Integrated Marketing Communication (IMC) approach can be done via the internet. The form of the IMC approach in the digital era is advertising, sales promotion, personal selling, public relations, and direct marketing. Personal selling on the internet is designed to be a complementary tool in increasing sales or increasing personal relationships with consumers" (McGraw-Hill, 2012: 496 in Nursatyo [5]).

There is an important thing in the implementation of Personal Selling MRD Production on Instagram social media, namely how the steps taken by MRD Production in implementing Personal Selling activities on Instagram social media. MRD Production takes Personal Selling steps with stages that are by what is needed by MRD Production in Personal Selling activities on Instagram social media. The first step they took was conducting prospecting where they took advantage of the data results from the targeting activities they had previously done, they used the data to contact these potential customers, they did Direct Message to the Instagram account of the prospective customer. MRD Production usually performs Direct message by introducing themselves and offering their products to consumers. This is by the nature of personal selling, which is Personal Confrontation, which means building a lively, direct, and interactive relationship between 2 or more people [13].

If potential consumers have responded to their messages, MRD Production immediately conducts marketing communications, namely providing information about their products, starting from what is available, product advantages, product benefits, and the value of their products [15]. This is

very important to convey to potential customers because the needs of each customer are different, and doing so will create trust in the minds of potential consumers. MRD Production in communicating with potential consumers via Instagram usually includes videos and photos as supporting information to potential consumers, so that potential consumers can find out about the quality of the products they have. The communication carried out by MRD Production already has a predetermined standard, so what they convey, there are already established rules starting from introducing themselves to closing the conversation.

Doing Personal Selling through Instagram social media is not easy, because communicating on digital media has the potential to lose intensity in existing communications, therefore MRD Production takes a concrete step in doing Personal Selling on Instagram social media. After the product presentation has been carried out they will take the Selling step, this is done so that potential consumers make purchases from their products, their strategy is to provide attractive offers for their potential customers, one of which is to provide show management, stage design, and even marketing sponsorship to their potential customers. MRD provides offers that are very profitable for their potential customers because what they offer is usually very expensive for its work, while MRD Production provides it for free for their potential customers.

After doing Selling MRD Production, conduct an aftersales activity. This activity is carried out so that MRD Production parties know for sure whether their customers are satisfied with the product or not, and maintain relationships with consumers in order to create a long-term relationship with potential customers. MRD Production has unique aftersales compared to their competitors, namely they make a satisfaction survey that is given to the audience and even the artists who attend their consumer events, which will be processed in the form of satisfaction survey data and will be given to their customers. This is intended with the aim that consumers who have used their products can judge whether the products from MRD Production are good or not, in addition to creating a sense of trust in consumers who have used MRD products to use MRD Production services at the next event. The overall model of the implementation of Personal Selling MRD Production on Instagram social media is as follows on figure 3:

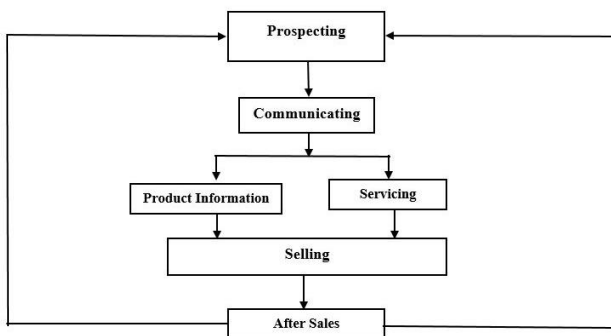


Fig. 3. Model of implementation of personal selling MRD Production on Instagram.

D. The Reason Why MRD Production Chooses to use Instagram Social Media for Personal Selling Activities

MRD Production uses Personal Selling in marketing their products, but they currently use social media to facilitate their Personal Selling activities, which is Instagram social media. Of course, there is a reason for the move, because as we know that Personal Selling is direct marketing. MRD Production conducts Personal Selling through Instagram social media because of a cultural change in Indonesia, namely the very high use of the internet and social media. They feel that in the era of digital media they must be able to compete with their competitors, especially in reaching the market and disseminating product information to the market, because before MRD Production switched to using Instagram they often had difficulty conveying information, advantages, and values of their products. Apart from cultural changes and promotional trends through social media, MRD Production chooses to carry out their Personal Selling activities through Instagram because they consider Instagram to be the simplest but most accurate and good social media in consumer search, information dissemination, and product explanation.

Another reason MRD Production chooses Instagram to carry out Personal Selling activities is the efficiency of time and costs, using Instagram MRD Production can save costs incurred by management, because initially they use a lot of salespeople to offer their products to potential consumers, and this tends to require a long time. Unlike the use of Instagram, they can reach the market quickly and have a very wide reach, which is where MRD Production considers that having a large market is the key to their success, but they do not deny that there are also obstacles in using Instagram in Personal Selling activities, the problem that is most felt in using Instagram is when the prospective customers they contact do not answer the messages they send. Therefore, even though MRD Production has used Instagram for their Personal Selling activities, sometimes they still have to come directly to potential customers who have become their target to offer products owned by MRD Production. The following is a model regarding the reasons why MRD Production chooses Instagram for their Personal Selling activities, namely as follows on figure 4:

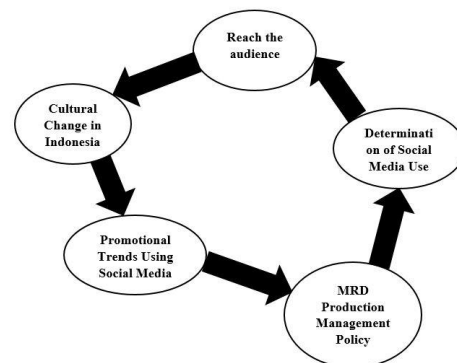


Fig. 4. Model of reason for MRD Production to use Instagram in personal selling activities.

IV. CONCLUSION

MRD Production takes an Integrated Marketing Communication (IMC) approach, they use personal selling but with the help of the internet, which in this study is Instagram social media. MRD Production uses Instagram in their personal selling activities because MRD Production feels that using Instagram can make their business able to compete in an era of advanced technology and information like today. MRD Production carries out a different strategy compared to their competitors, namely targeting consumers through advertising activities on Instagram, with this MRD Production can get their prospective customer data quickly, where at first they carried out personal selling activities, namely targeting consumers by how to face to face. MRD Production also conducts content planning in their personal selling activities on Instagram, where they do marketing, product information dissemination, by sharing photos and videos on their Instagram feed which aims to make potential consumers understand about products from MRD Production. Also, they carry out prospecting, selling, and aftersales activities through Instagram. Of course, this is a breakthrough for business people in the event contractor sector, because the use of Instagram MRD Production can reach a broad and fast market.

Although the use of Instagram in the personal selling activity of MRD Instagram has been considered effective by their management, it cannot be denied that personal selling that is done face to face is still effective to use, sometimes there are still many clients who prefer to communicate directly rather than communicate in the media social. Besides, personal selling face to face has advantages compared to digital personal selling according to MRD Production, which they get a direct response from their potential customers, this is what digital personal selling doesn't have. Therefore, MRD Production basically uses personal selling on Instagram as the main strategy in marketing their products, but they do not abandon personal selling face to face because they think that the use of direct personal selling is sometimes still needed at a certain time. This research still needs to be studied more deeply with different approaches to research methods, so that we know more about how or to what extent the effectiveness of the use of social media in personal selling activities.

So in this study it is explained that personal selling using Instagram can be a new strategy in marketing because with Instagram a company can reach the market easily, the information conveyed to potential consumers can be received quickly and clearly so that it can make potential consumers

understand more about the product offered to potential customers. However, even though personal selling through Instagram is considered very effective for marketing activities, face to face personal selling is still applied as a companion in personal selling through Instagram, because sometimes direct communication is still a weapon to convince potential consumers to buy the products offered.

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