

THE NAJJAH STORE MARKETING COMMUNICATION STRATEGY TO IMPROVE PERSONAL BRANDING ON FACEBOOK

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Abstrak:

Pada generasi virtual saat ini, banyak tersedia perangkat media sosial berbasis internet yang pada umumnya dalam bentuk situs. Situs ini dapat dimanfaatkan sebagai sarana interaksi jejaring sosial. Salah satu media sosial yang cukup populer di dunia maya adalah Facebook. Proses bisnis dengan media teknologi informasi komunikasi dan Internet dikenal sebagai *e-trade*, artinya bisnis yang menggunakan ruang digital sebagai tempat dari beberapa perusahaan menyediakan e-trade tersebut untuk menampilkan usahanya melalui internet site e-trade, hal tersebut mendorong terciptanya pasar elektronik yang dinamakan market. Dalam meningkatkan minat beli konsumen dan menimbulkan kepercayaan terhadap produk yang disediakan di toko online atau *olshop* biasanya menggunakan strategi-strategi khusus untuk mencapai tujuan *olshop* tersebut. Salah satu strategi yang digunakan adalah dengan meningkatkan *personal branding*. Dalam kamus besar Bahasa Indonesia kata "*Brand*" diartikan nama atau merek. Merek bermanfaat bagi produsen dan konsumen. Bagi produsen, merek berperan penting sebagai sarana identifikasi untuk memudahkan proses penanganan atau pelacakan produk bagi perusahaan, terutama dalam pengorganisasian sediaan dan pencatatan akuntansi. Juga bentuk proteksi hukum terhadap fitur atau aspek produk yang unik. Merek bisa mendapatkan perlindungan properti intelektual. Komunikasi pemasaran mempersentasikan "suara" perusahaan dan mereknya serta merupakan sarana dimana perusahaan dapat membuat dialog dan membangun hubungan dengan konsumen.

Kata Kunci: *Komunikasi Pemasaran, Branding, Facebook, NajjahStore*

Abstract:

In the current virtual generation, there are many internet-based social media tools available, which are generally in the form of websites. This site can be used as a means of social networking interaction. One of the most popular social media in the world is Facebook. The business process with the media of information and communication technology and the Internet is known as e-trade, meaning that businesses that use digital space as a place for several companies to provide e-trade to display their business through the e-trade internet site, this encourages the creation of an electronic market called the e-trade market. . In increasing consumer buying interest and creating trust in the products provided in online stores or olshops, they usually use special strategies to achieve the olshop's goals. One of the strategies used is to

increase personal branding. In the big Indonesian dictionary the word "Brand" means a name or brand. Brands are beneficial to both producers and consumers. For manufacturers, brands play an important role as a means of identification to facilitate the process of handling or tracking products for companies, especially in organizing inventory and accounting records. Also a form of legal protection against unique product features or aspects. Brands can get intellectual property protection. Marketing communications represent the "voice" of the company and its brand and are a means by which companies can establish dialogue and build relationships with consumers.

Keywords: *Marketing Communication, Branding, Facebook, NajjahStore*

Introduction

In the current virtual generation, there are many internet-based social media tools available, which are generally in the form of websites. This site can be used as a means of social networking interaction. One of the most popular social media in the world is Facebook. In Indonesia, the number of Facebook users in 2020 amounted to 130 million people with 44.5% male gender and 55.6% female from the total number of users¹. Seeing the facts that happened to the community, the Facebook social media application launched its digital marketing feature, namely by marketplace presence. This Facebook marketplace is a development of the Facebook Group and was created because of the large number of buying and selling activities in the social media network, so far there are more than 450 million people who do it in a month². This facebook marketplace feature is a form of an online market that accommodates various buying and selling activities of its users, and when they open it, users will be greeted with a series of photos of merchandise which are located closest³. The marketplace provided by Facebook has market segmentation that can be widely applied to business to business, business to customer and customer to customer economic activities⁴. Facebook is a form of social network whose presence is being maximized for online business media⁵. One of the online stores that use the Facebook application to increase product brands is Najjah Store.

Communication theory and marketing communication theory have different meanings although in essence the two theories have interactions with their *receivers and* have reciprocal relationships that can change mindsets to change one's behavior. Understanding communication in general is the process or activity

¹ Riyanto, Joko, and Supriyanto Supriyanto. "Analisa Sistem Aplikasi Marketplace Facebook Dalam Pengembangan Dunia Bisnis." *Jurnal Media Informatika Budidarma* 4.4 (2020): 940-946.

² Welbers, Kasper, and Michaël Opgenhaffen. "Social media gatekeeping: An analysis of the gatekeeping influence of newspapers' public Facebook pages." *New Media & Society* 20.12 (2018): 4728-4747.

³ Rumata, Vience Mutiara, and Ashwin Sasongko Sastrosubroto. "The Indonesian e-commerce governance challenges in addressing the penetration of global user generated commerce platforms." *2017 International Conference on Computer, Control, Informatics and its Applications (IC3INA)*. IEEE, 2017.

⁴ Adıgüzel, Selminaz. "Market and brand positioning and sustainability strategies in international marketing." *International Journal of Scientific Research and Management* 8.9 (2020): 9-24.

⁵ Simatupang, Sudung, Efendi Efendi, and Debi Eka Putri. "Facebook Marketplace Serta Pengaruhnya Terhadap Minat Beli." *Jurnal Ekbis* 22.1 (2021): 28-41.

of delivering messages (messages) by one person to another for the purpose of informing, changing attitudes, behavior or opinions, both orally and in writing. According to Harold Laswel, communication has five elements, namely Who, Says What, In Which Channel, To Whom and What Effect⁶ or can be referred to as the source, the message conveyed, what channel is used (media), the recipient and what is generated or generated. effect received by the recipient after receiving the message.

The business process with the media of information and communication technology and the Internet is known as *e-trade*, meaning that businesses that use digital space as a place for several companies to provide e-trade to display their business through the e-trade internet site, this encourages the creation of an electronic market called market⁷. The marketplace is divided into 2 versions, namely the horizontal market form which is filled with general needs and is like a general shopping center with a low price concept, then the vertical market, which has a special sales concept⁸. With the existence of a market, business people do not need to incur expensive costs to build a market system because it has been handled by market providers, so that business actors can cut operational costs.

The discussion about buying and selling is found in the Qur'an Surah Al-Baqarah (2) Verse 254: The translation:

""O you who believe, spend (in the way of Allah) some of the sustenance We have given you before the day comes there is no more buying and selling and no more intercession. And the disbelievers are the wrongdoers."

In increasing consumer buying interest and creating trust in the products provided in online stores or *olshops* usually use special strategies to achieve the *olshop*'s goals. One of the strategies used is to increase *personal branding*. In the big Indonesian dictionary the word "*Brand*" means a name or brand. But basically the *brand* itself contains many meanings, including logos, symbols and as. *Branding* grouped with several clarifications, for example *product branding*, *corporate branding*, *internal branding*, *city branding* and others. entrepreneurs *olshop* can take advantage of *personal branding* to increase public trust and attract buying interest. In increasing the accreditation of *on-line stores*, entrepreneurs usually directly advertise by using direct selling or *selling door to door*, participating in several community activities and so on. This is in line with efforts to build *personal branding* .

Rangkuti⁹ divides the brand or brand in several other meanings such as: *Brand name* (brand name) which is part of what can be spoken; *Brand mark* , which is part of a brand that can be recognized but cannot be pronounced, such as a symbol, letter design, or special color; *Trade mark* which is or is part of a

⁶ Rondonuwu, Jeky, Debby DV Kawengian, and Meity D. Himpong. "Peran Komunikasi Pemerintahan Dalam Menyosialisasi Prosedur Tetap (Protap) Kesehatan Pandemi Covid-19 Di Masyarakat Dumoga Timur." *Acta Diurna Komunikasi* 2.4 (2020).

⁷ Yustiani, Rini, and Rio Yunanto. "Peran Marketplace Sebagai Alternatif Bisnis Di Era Teknologi Informasi." *Komputa: Jurnal Ilmiah Komputer Dan Informatika* 6.2 (2017): 43-48.

⁸ Ilyas, Gunawan Bata, et al. "Reflective model of brand awareness on repurchase intention and customer satisfaction." *The Journal of Asian Finance, Economics and Business* 7.9 (2020): 427-438.

⁹ Rangkuti, Freddy. *Creating effective marketing plan*. Gramedia Pustaka Utama, 2002.

trademark that is protected by law because of its ability to produce something special; and *Copyright* (copyright) which is a privilege protected by law to produce, publish, and sell written works, musical works, or works of art.

The brand must be able to give a brief presentation, in addition to being a trademark of the *brand*, it is also a company promise, vision and mission that is packaged attractively so that the implied message becomes an attraction. A brand can be an “umbrella” capable of presenting a product or service. Brands have an important meaning in marketing because they are very effective as a tool to increase or maintain the number of sales¹⁰. Peter Montoya with his book entitled "*The Brand Call You*" in Nitish Bhalotia defines personal branding as a process that requires expertise, personality, and unique characteristics, which are packaged in a strong identity that can remind someone in the community and other competitors. Peter Montoya believes that the key to personal branding is how someone is known or a concern for others.

"Personal branding lets you control how other people perceive you... You'retelling them what you stand for — but in a way that's so organic and Unobtrusive that they think they've developed that perception all by themselves.... When done right, it's irresistible."
(*Personal Branding Press, 2002*).

The perfume provided by Najjah Store is a perfume produced by CV Keluarga Cemara Sukses, located in Lubuk Pakam, Deli Serdang Regency, North Sumatra, *eau de parfum* produced has a bottle size of 35 ml, with a net content of 30 ml certified by the Food and Drug Administration and some other legislature. Having a fairly luxurious packaging, made from imported European raw materials mixed with the best local ingredients in its class, makes Mama Parfum able to compete in national and international markets. Several advantages are offered (i) Capital back guarantee if the goods are not sold; (ii) Have *premium import best quality*; (iii) Economical price; (iv) Full Education; (v) Has almost all of Indonesia and several overseas partners; (vi) Legality; and (vii) Non Alcohol and several others. The breadth of Mama parfum's network is an opportunity and a challenge where fellow store providers must have different strategies in order to maintain the existence of each store. Mama perfume often participates in local and national scale events, presents "Aroma as Gentle as Mama's Love" and continues to improve quality and service, making Mama Parfum perfume a favorite of both users and business actors.

Najjah store is a store that provides *non-alcoholic imported eau de parfum*, branded Mama Parfum, which is located on Jalan Kualanamu/Sultan Serdang psr.V Gg. Pringgana, Telaga Sari Village, Kec. Tanjung Morawa, Deli Serdang Regency, North Sumatra. The owner of *olshop* is a student at UIN North Sumatra Medan, majoring in Communication Studies and when this research was made he was still in semester VI, Siti Sarah Agustin Harahap or commonly called Sarah, took advantage of her free time and on the sidelines of her busy college schedule by setting up an *on-line* which has been almost a year, although still classified as a

¹⁰ Sucipto, Sucipto, Yunita Eka Putri Herdiana, and Siti Asmaul Mustaniroh. "Analisis Keterkaitan Atribut Kemasan Teh Siap Saji Dan Etnik Terhadap Kepuasan Konsumen." *Jurnal Teknik Industri* 6.3 (2016).

business with a young age, Najjah Store has been able to penetrate the market to foreign countries. By carrying out "your satisfaction is fortune for us" and being available on various *platforms* such as Facebook, Tiktok, Instagram, Shoopee, and so on is one of the steps taken by the Najjah Store Team in improving services.

There are many studies on *on-line shops* in terms of attracting buying interest, to consumer satisfaction and some who try to discuss *product branding*, but rarely discuss *personal branding*. The researcher had the opportunity to discuss this problem with the aim of being a final project to obtain a bachelor's degree in communication science, the researcher also deliberately raised *olshops on Facebook* to see the popularity of these applications and business fields among millennials today.

Research Method

This study used a qualitative method with a descriptive approach. Researchers choose a qualitative approach to know the object under study, and do not necessarily aim to generalize the results of the study, and the size of the sample is not the main thing. However, the important point here is the variation in the data obtained from research informants. This study uses a descriptive method with a qualitative approach. Descriptive research is research that aims to describe, explain, and describe an event, phenomenon, event, which is happening now.

The location of this research is in Tanjung Morawa District and Facebook media. Where the research subject is the *fanpage*, Management Mama Parfum Tanjung Morawa. The subjects of this study are considered to have the information needed by researchers in answering research questions, namely some traders or sellers who use social media Facebook to promote their products to the public. The research subjects are business partners of Najjah Store, which provides *eau de parfum* with the Mama Parfum brand with different store names. The validity of the data will be the starting point for accurate and reliable writing results. To obtain the level of validity of the data, researchers used triangulation, namely making comparisons between one data source and another. According to Moleong¹¹ triangulation is a technique of checking the validity of data that utilizes something other than the data for checking purposes or as a comparison against the data. According to Moleong, the triangulation used in the research is an examination through data sources. Triangulation of data sources means comparing or checking the degree of trustworthiness of information obtained through different times and tools.

The stage of data collection before conducting observations, interviews and documentation to the research site. First, the researcher was looking for various information and references through books and related journals that were in accordance with the topic of the problem being studied. After that the researchers conducted observations, interviews, and documentation at the research location that had been determined. Researchers also use village documents and archives in the form of population data and geographic location as complementary data in the research conducted.

¹¹ Moleong, Lexy J. *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya, 2021.

Results and Discussion

Social Media

Technology and the internet develop together with social media. The presence of social media has changed various aspects of life, including in business. Today, social media has developed into an important aspect of daily life where users can engage, share and enjoy content. As a result, social media indirectly affects consumer behavior¹². Social media is used by businesses as well as by people who interact with each other to get information, communicate brands, attract new clients, increase engagement and get feedback. Involving social media in business has several advantages including being able to create advertisements/promotions that are easily seen by many people, being able to create groups for contact with clients and business partners, building a homepage, and posting text, photos, and videos and so on¹³. Through social media, building client connections to visit the site that was built and gaining a higher market share is also an advantage for sellers. According to Rugofa and Prenaj¹⁴, social media can improve word of mouth advertising, market research, general marketing, idea generation and new product development, customer service, public relations, employee communication, reputation management, and successful new product launches. Compared to conventional media, social media is considered an affordable and effective medium that marketers can use to advertise and communicate their products¹⁵.

The use of social media as a communication platform in business has several advantages including (i) increasing one's skills in using technology that increases business output and management; (ii) Since social media is based on technology, it is easy to access information about goods being traded and to interact directly from a distance, making it easier for consumers to engage in economic transactions that are profitable for producers or the main economic players of the system. is currently underway; and (iii) The existence of banking that fully supports contemporary technology as a method of economic currency transactions, can help the economy by making it easier for someone to carry out various activities¹⁶. Based on the discussion above, it is concluded that social media has the potential to build and support communication and business improvement.

¹² Ahani, Ali, Nor Zairah Ab Rahim, and Mehrbakhsh Nilashi. "Forecasting social CRM adoption in SMEs: A combined SEM-neural network method." *Computers in Human Behavior* 75 (2017): 560-578.

¹³ Wang, William YC, David J. Pauleen, and Tingting Zhang. "How social media applications affect B2B communication and improve business performance in SMEs." *Industrial Marketing Management* 54 (2016): 4-14.

¹⁴ Rugova, Blerta, and Burim Prenaj. "Social media as marketing tool for SMEs: opportunities and challenges." *Academic Journal of Business* 2.3 (2016): 85-97.

¹⁵ Ainin, Sulaiman, et al. "Factors influencing the use of social media by SMEs and its performance outcomes." *Industrial Management & Data Systems* (2015).

¹⁶ Pambudi, Ryllo Saka Pambudi. "Strategi Pemasaran dalam Marketplace Facebook." *Strategi Pemasaran dalam Marketplace Facebook* (2021).

Facebook as a marketing medium

Many well-known companies have used Facebook as a marketing tool to promote their brands. Facebook serves as an efficient channel between these businesses and their potential clients. In the network, it allows users to exchange ideas, events, interests and activities. Facebook in particular is growing the fastest and appears to be the most popular among the population¹⁷. Facebook now tends to offer thousands of content which is more up-to-date compared to Google or any other search engine¹⁸. Thus information regarding a brand can now go viral in one click of a finger regardless of whether it is a positive or negative comment.

Chepkemoi et al¹⁹ mention that there are several characteristics of Facebook which become its advantages as an online marketing medium, including (i) Facebook provides a very diverse audience ranging from children, teenagers, to adults, which allows the products offered to be easily sold due to the variety of consumers. ; (ii) every consumer is able to spend hours just to view and surf on facebook media, this is certainly able to increase the marketing of goods for sellers who use facebook as their trading medium; and (iii) facebook provides unique and interactive features that can be used by every visitor to communicate directly with the seller, this will increase service and interest for buyers because they feel served wholeheartedly.

Najjah Store based on facebook as an online marketing media

Najjah Store is an *-line on eau de parfum* Mama Parfum brand, which provides a variety of contemporary distinctive aromas, including Baccarat, YSL Black Opium, Rextase, Joy Rose, etc. Mama Parfum is a product produced by CV. The Cemara Sukses (KCS) family is located in Lubuk Pakam, Deli Serdang, North Sumatra Province. Mama Parfum offers a business with a marketing system that utilizes customers as a distribution network or called MLM (Multi Level Marketing). Multi which means many, Level means level and Marketing means marketing. Mama Parfum has a level system including Supplier, Distributor, Reseller. Each *member* is given the same opportunity to sit at the highest level. In addition, Mama parfum also provides a capital back guarantee if you want to return goods, product education, education about marketing and *support systems* to make it easier for every member of . Mama parfum to distribute products into the hands of consumers

Najjah Store is one of the pages on Facebook, the online store belongs to a student of Communication Studies, Faculty of Social Sciences, UIN North Sumatra, Medan. Starting from the *COVID-19* that hit, daily activities had to be carried out from home, including lecture activities. This is not a barrier to open business opportunities. The large market that Facebook can reach, the ease of access, and

¹⁷ Ahmed, Tanveer. "The Impact of Social Media Marketing on Urban Youth's Brand Loyalty: Through Facebook Marketing." *International Journal of Entrepreneurial Research Online* ISSN (2020): 2663-7588.

¹⁸ Ahmed, S. M., Md Hossain, and Md Haque. "Usage of facebook: Bangladesh perspective." *Mahbubul, Usage of Facebook: Bangladesh Perspective (May 15, 2012)* (2012).

¹⁹ Chepkemoi, Chepkwony, Charles Zakayo, and Joel Koima. "Facebook as A Competitive Social Media Marketing Tool on Sales Performance for Small and Medium Enterprises in Nakuru CBD, Kenya." *World Journal of Innovative Research* (2018): 5 (4), 5-11.

the supporting features that support this application make this application a great opportunity in marketing a product.

In appearance, the Najjah Store on the Facebook page uses the golden Mama Parfum Logo with a black background as a profile photo, the cover photo deliberately uses the Mama Parfum poster with the scent of citrus fruits. The main menus available on the Najjah Store page include the Whatsapp access button for ordering or further information, the Like button to follow and give page likes, the Messenger button for ordering and further information using the Messenger application, there are also several additional menus such as access to Shopee, information shops, posts, photos, videos, *mentions*. Posts that are often shared by Najjah Store in addition to product posters and business catalogs, Najjah Store also displays social activities of its partners such as Friday sharing, concerts, and several others. Testimonials from consumers, artists, officials as well as testimonials from business partners who have achieved their dreams during the Mama Parfum business, accompanied by *captions*, are one of Najjah Store's strategies in building *mindset* of a wide audience to buy and join Mama Parfum partners from that page. In an effort to build the page, Najjah Store is also present in several applications such as Shoopee, Instagram, Tiktok, WhatsApp Business and several other applications. *Direct Selling* is also done *door to door* or *one on one* (direct sales face to face) in the family, friends, and in crowded places to introduce Najjah Store directly. Utilization of the advertising features provided by Facebook to reach the purpose of the page is also carried out by the owner of the Najjah Store, the advertising features are paid using a transfer or payment system in applications that are connected to the Meta Group. This ad feature can also be set depending on how long it takes, the distance to reach, the number of targets to be achieved, and the purpose of the ad.

Najjah Store's consumers and partners are almost all over Indonesia and even abroad. One of them is Nurcahya, a civil servant at the Bombana religious affairs office, Kasipute, South Sulawesi, who has joined as a *member* of Mama Parfum since 2021. Information about Mama Parfum's business has been obtained from the Najjah Store Facebook page. Apart from presenting interesting information, admin friendliness, and speed. The response also convinced her to be a part of Mama Parfum. He admitted that he did not know Sarah as the previous owner of Najjah Store, and only believed that Najjah Store was one of the central Mama Parfum Distributors from the information presented by the Najjah Store on Facebook. Fast, friendly, and informative waiters make him one of the partners with a minimum shopping of 150 bottles/month. Likewise, several consumers and partners who are already familiar with Mama Parfum products claim that it is very easy to find Najjah Store on Facebook, besides appearing frequently on the veranda, Najjah Store is also often distributed to buying and selling groups and similar groups.

Conclusion

Najjah Store is a shop that provides *non-alcoholic imported eau de parfum*, branded Mama Parfum, which is located on Jalan Kualanamu/Sultan Serdang psr.V Gg.Pringgana, Telaga Sari Village, Kec. Tanjung Morawa, Deli Serdang Regency, North Sumatra. By utilizing and implementing strategies such as: creating page

views, sharing activities related to the products provided, providing attractive catalogs and posters, creating advertisements and several other steps, Najjah Store becomes the *on-line* provider of Mama Parfum, especially for the community Facebook users.

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