


ANALYSIS OF SOCIAL MEDIA CONTENT IN DIGITAL MARKETING STRATEGIES ON PRODUCT MARKETING

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Article Info	ABSTRACT
<p>Article history: Received Jan 11, 2024 Revised Jan 20, 2024 Accepted Feb 22, 2024</p> <p>Keywords: <i>Social Media; Digital Marketing; Strategy; Content</i></p>	<p>Technological advancements are reshaping human labor, particularly in the realm of marketing, where digital marketing has emerged as a powerful tool through social media platforms. General Background: The evolution of technology has enabled the creation of dynamic and engaging content that enhances marketing strategies. Specific Background: This research aims to analyze the types of content utilized as digital marketing media across social media channels. Knowledge Gap: Despite the recognized importance of content in digital marketing, there is limited comprehensive analysis of its impact on brand awareness and customer engagement. Aims: The study employs literature review and qualitative analysis to evaluate how social media content influences consumer perceptions and behaviors. Results: Findings indicate that well-crafted social media content significantly boosts brand awareness, fosters customer engagement, and enhances brand reputation. Additionally, diverse content formats contribute to stronger emotional connections with users, driving deeper engagement. Novelty: This research adds to the understanding of effective digital marketing strategies by highlighting the role of content diversity in engaging social media audiences. Implications: The insights derived from this study offer valuable guidance for marketers seeking to optimize their digital marketing efforts, emphasizing the importance of creating engaging and emotionally resonant content to strengthen brand-customer relationships.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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DOI : <http://doi.org/10.61796/ijeirc.v1i2.224>

INTRODUCTION

In the current 4.0 era, the development of information technology has developed and affected various fields of life in society. One of them is the internet which provides the information needed by the community easily without any time limit and easily accessible anywhere. With the ease of accessing the internet, information can be disseminated easily and quickly, thus providing many changes in the world of technology, economy, and business.

Modernization encourages the widespread use of digital technology. One of them is the development in the field of information and communication technology, which is characterized by the rise of internet and social media users. According to the We Are Social report, by January 2023, the number of internet users in Indonesia had reached 213 million people, equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of that year. Over the past decade, the trend shows a steady increase in the number of internet users in Indonesia each year. In January 2013, the number of internet users in the country reached 70.5 million people, increasing to 213 million people by 2023. In addition, the report also noted that the average Indonesian spends 7 hours and 42 minutes each day using the internet. In parallel, the majority of internet users in Indonesia, 98.3%, use mobile phones.

Social media is used as a way for people to interact with each other by sharing and exchanging information and ideas through words, pictures, and videos in virtual networks and communities. We Are Social divides them into two groups: social networks and messenger, chat, or phone applications. Social network is an internet service that serves as a platform for online communities consisting of people who have similar interests, activities, or backgrounds, such as YouTube, Facebook, Instagram, Twitter, etc. Messenger/chat app is a means of sending messages between users, be it in the form of text, audio, images or videos, such as FB Messenger, WhatsApp, Wechat, Skype, BBM, Telegram, and so on. Facebook is the largest user platform worldwide, with an average growth of 24% per year. With WhatsApp as the most popular chat and messenger application.

Not only interpersonal communication, social media is also a strategy for businesses to market their products. The marketing activities of a product are helped by the presence of social media. Various social media platforms used by the public provide extensive and interactive marketing opportunities.

Before the advent of social media, product marketing strategies were traditional. Businesses could only provide information to potential buyers through one-way media without any *feedback* from potential buyers. This strategy makes it difficult for businesses to define consumer tastes and needs. Businesses are often faced with the problem of rapidly changing business trends. In addition, traditional marketing tends to be costly and has a limited reach.

With the internet, it opens up opportunities for businesses to serve as a platform. The development of information technology, business systems, people's needs, and

business preferences are all changing. Business patterns are also changing from conventional to digital marketing. People can make purchases easily without having to be face-to-face or visit a particular store, but people can buy online.

The presence of social media has changed marketing strategies to be more effective. Digital *marketing* is carried out by business people by utilizing social media platforms. Account optimization on social media can increase interaction with users through published content so that businesses can receive *feedback* from potential buyers. For example, businesses can use the *stories* feature on various platforms such as Instagram and Facebook to increase interaction and a touch of Fear of Missing Out (FOMO) to the target audience. In addition, content published on social media is packaged attractively which can increase *brand awareness* to social media users.

Business actors also need to pay attention to the content published to attract audiences. The published content is designed to be accurate and in accordance with the brand image they want to create. The use of interesting and consistent language through proper *copywriting* will help broad marketing. Watajdid *et al.*'s research [1] examines the use of Instagram social media which is considered successful and able to provide marketing communication in the form of visual communication as a medium for digital marketing strategies. Instagram is also used as a digital marketing medium for Bank Syariah Indonesia through attractive photo, graphic design, and video content [2]. In addition, the use of Email and Short Message will increase *engagement* between consumers and products.

From the explanation above, it can be concluded that digital marketing changes the product marketing strategy much more effectively and efficiently. Various content presented to support *digital marketing* also has its own strengths for product marketing. This research will further examine the various types of content on social media used to build *digital marketing* strategies. Starting from text content, photos, graphic design, and videos published as a means of marketing a product.

METHODS

This research uses a qualitative approach with a literature study method to focus on analyzing and synthesizing literature related to the topic to be discussed. The topic that will be the focus of this research is "Social Media Content in Digital Marketing Strategy on Product Marketing". Researchers use literature studies to collect, examine, and analyze *digital marketing* content on social media.

Sugiyono [3] states that the instrument in qualitative research is the researcher himself who is 'validated' by his readiness to conduct research. This validation is carried out by mastering insights into understanding qualitative methods, insights into *digital marketing* strategies and readiness to analyze the object to be studied. Before conducting the analysis, the researcher conducted data collection. The researcher collected data through searches from books, *online* databases, and journal articles that have credibility.

The researcher also ensured that the selected sources had quality criteria and relevance to the research focus. The researcher analyzed the sources by reading, noting important points, and identifying emerging patterns of findings. The results of the analysis will be interpreted by considering the relevant theoretical context from various literature sources.

RESULTS AND DISCUSSION

A. Social Media Content

Definition

According to Simon Kingsnorth [4], content is something that helps in the involvement of a product or service. According to the Big Indonesian Dictionary, content is information that can be accessed through electronic media or products. So it is used to display content sequentially through various social media such as the internet, television, and audio CDs, even now it can even be accessed via cell phones.

So with this it can be said that content is information or material presented through a particular product, service, or media to interest and engage end users. Content can be text, graphics, images, audio, video, and others that are displayed in a structured and sequential manner to convey certain information to users.

Content serves to enhance the services and value provided to users, thus helping to attract and retain users. Content can be presented through various channels and media such as websites, apps, social media, television, and mobile phones. With relevant and interesting content, products or services can be more efficient in achieving marketing goals and increasing user engagement.

There are several advantages in using social media content for product advertising. First, social media provides a vast platform with millions of active users every day, allowing advertisements to reach a large and diverse audience. Second, social media content has the potential to go viral, with the ability to be shared and liked by users, which can organically expand the reach of advertisements. Third, social media content can be tailored to specific target audiences, using features such as targeting based on demographics, interests and user behavior. Fourth, social media provides powerful analytics tools that allow advertisers to track ad performance in real-time, thus enabling quick and efficient adjustments to improve campaign effectiveness. Thus, using social media content for product advertising can provide greater visibility, more direct interaction with audiences, and more measurable results for businesses.

Types of social media content

According to Bagyo *et al.* [5] there are several types of social media content, namely

1. Text content

Text content is content in the form of writing in the form of articles on the site, status, photo captions, tweets, comments, and so on. On *websites* and blogs, you can create articles that suit the target audience. Text content is short but contains certain information or messages. Text content is very widely used because it is easy to create and post. Users can freely write various things according to their wishes through text content.

2. Image content

Image content is content in the form of photos or images uploaded to social media. Image content can contain profile photos, food photos, vacation photos, product photos, and various other photos. Image content attracts more attention because it is visual so it is easily understood and seen by social media users. Photos are also able to convey various messages simultaneously. Instagram also has an “*Instagram Stories*” feature that can be used as an interactive channel with potential customers.

3. Video content

Video content includes all types of content in the form of video clips uploaded to social media. Video content can include event recordings, vlogs, tutorials, product teasers, and various other creative content. Video content is more interactive than text or images because it can present information dynamically and engagingly through movement and sound. Video content is also increasingly popular on various social media platforms today. Video will make people more interested compared to other media because the elements of video include visuals, audio, and text, encompassing all aspects. One of them is the TikTok application, which is now a medium for promoting a product.

4. Audio content

Audio content consists of various sound recordings such as podcasts, music, storytelling, and other informational sounds uploaded to social media. Audio content now increasingly enhances the user experience on social media with more personal and intimate information through sound elements. Users can listen to audio content on various platforms such as YouTube and Spotify while engaging in other activities.

5. Infographic content

Infographic content consists of static images or animations specifically designed to convey information visually, such as data, statistics, concepts, process flows, and the like. Infographic content is effective in enhancing understanding and information retention due to its concise and easily comprehensible presentation. Infographic content is widely used for educational purposes, product information, and marketing across various social media platforms.

Principles of creating effective social media content

According to Lee et al. [6], there are several principles for creating effective social media content

1. Relevant to the platform and audience

The content created must consider the social media platform where it will be published and the target audience. Each platform has its own characteristics, so the relevant content will attract more attention. The Stories feature on various social media platforms such as Instagram, Facebook, and Snapchat can be utilized to add a touch of Fear of Missing Out (FOMO) to the target audience. Content uploaded on Stories only lasts for 24 hours, encouraging the audience to quickly get the information they need. Content must also align with the interests and needs of the audience to avoid disappointment and provide them with benefits. The way to determine its relevance is

through market research. Some ways to conduct market research through digital media include searching with keywords on the internet and conducting surveys. Social media content must also be able to reach not only the surrounding areas or the domestic market but also expand its market share worldwide with engaging and non-boring content.

2. Contains useful information

The content created should be able to provide information and added value for users. Information can be in the form of tips, education, entertainment, inspiration, and so on, packaged in an engaging manner. Thus, the content will be more meaningful and useful for social media users. The content created should be able to increase awareness and strengthen the brand and the business being run. High-quality content that is relevant to the audience's needs will help improve the position in search engines.

3. Inviting interaction

The ability to communicate well both verbally and in writing (verbal and nonverbal) is very important in content marketing. The content created must be able to reach many people. The content needs to be designed to motivate users to interact through sharing, commenting, liking, and other activities. very important for the success or failure of a product in the market. This can be done by asking questions, inviting discussions, and creating other participatory content that can build a virtual community.

4. Consistent in creation and posting

To be able to build a bond with followers, content needs to be created and uploaded regularly and consistently. The content posting schedule must be planned in advance to align with the audience's needs and social media strategy objectives. In delivering content across various channels and media, a brand must use a consistent language to maintain solid and focused communication.

5. Increasing emotional engagement

The use of elements such as emoticons, humor, inspirational stories, and others can enhance users' emotional engagement with the content. User Experience (UX) derived from User Interface (UI) refers to the overall user experience when interacting with the digital interface of a product or service, such as a website or application. A good UX is created from a well-designed UI, where visual elements like layout, color, typography, and navigation are designed intuitively and attractively. The main goal of UI is to make it easier for users to access information and complete tasks efficiently and pleasantly. This experience includes ease of use, response speed, and visual aesthetics, all of which contribute to user satisfaction. Thus, an effective UI directly enhances UX by making user interactions smoother, more comfortable, and more satisfying, which can ultimately increase user loyalty and engagement. This will later trigger participation in the form of likes, comments, and content sharing.

B. Digital Marketing Strategy

Definition of digital marketing

Digital Marketing is an effort to market goods and services through internet media. According to the American Marketing Association (AMA), digital marketing is

an activity and process that uses digital technology to create, communicate, and deliver value to consumers and other stakeholders [7]. According to Malik [8], digital marketing is a type of marketing that utilizes the internet and other digital technologies to convey information and connect businesses with potential customers. This strategy includes advertising through websites, web banners, search engine ads, social media ads, viral ads, email ads, and affiliate ads. The definition above shows that digital marketing utilizes digital technology and online platforms to achieve marketing goals through interaction and information exchange with consumers. Digital marketing is integrated with various disciplines such as communication, information systems, and marketing management.

The goals of digital marketing

Based on the research by Naskrent and Ita [9] on content marketing on social media, the main objectives of these activities include:

1. Increasing visibility and brand awareness. Useful content can attract user attention and enhance brand recognition.
2. Optimizing user engagement. Engaging content can motivate users to interact with it through comments, shares, and more.
3. Strengthening brand image and reputation. Relevant and useful content can reinforce user trust in the brand.
4. Supporting sales conversion. Inspirational and solution-oriented content can motivate users to make transactions. Collecting feedback from users. Interaction through content allows companies to hear users' suggestions and complaints.

Types of digital marketing strategies

Here are the types of digital marketing strategies [10]:

1. Search Engine Marketing

A marketing strategy through search engines like Google, Yahoo, and Bing by optimizing content and creating links to one's own site. Search Engine Marketing (SEM) is one of the digital marketing strategies aimed at increasing the visibility of a website on search engine results pages (SERP) through paid advertisements. This method involves the use of advertising platforms such as Google Ads to display relevant ads based on keywords targeted by advertisers. Advertisers using SEM strategies can offer their ads based on specific keywords related to the goods and services they provide to customers. Thus, SEM increases brand awareness and generates more targeted traffic to the website, which in turn can lead to increased conversions and sales.

The main advantage of SEM is its ability to deliver quick and measurable results. Advertisers can see almost in real-time how their campaigns are performing through various metrics such as the number of clicks, impressions, and conversions. In addition, SEM also offers flexibility in budget management, where advertisers can set and adjust their advertising budgets according to the needs and performance of the campaign. With the ability to target audiences based on location, demographics, and search behavior, SEM becomes a highly effective tool for businesses looking to reach the right audience at the

right time, while also increasing the ROI (Return on Investment) of their digital marketing efforts.

2. Social Media Marketing

Social Media Marketing (SMM) is a digital marketing approach that utilizes social media platforms to promote goods, services, or brands to a larger audience. Through SMM, businesses can interact directly with customers, build communities, and increase brand awareness. Platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok allow companies to share relevant and engaging content, such as articles, images, videos, and stories. In addition, social media provides powerful analytical tools to measure campaign performance, such as engagement rates, follower counts, and conversions, allowing advertisers to adjust their strategies in real-time.

The main advantage of Social Media Marketing is its ability to create more personal and interactive relationships with the audience. Through direct and two-way interactions, businesses can listen to customer needs and feedback, and respond quickly and accurately. This helps build customer loyalty and trust, which are very important in the long run. In addition, SMM also allows for highly specific targeting based on various demographic, geographic, and behavioral criteria, making campaigns more effective and efficient. With relatively lower costs compared to traditional marketing methods, SMM offers an economical yet powerful way to reach and engage a global audience.

3. Email Marketing

Utilizing the customer email database to send marketing messages such as newsletters, special offers, and more. Email Marketing is a digital marketing strategy that uses email as a tool to reach a group of people with commercial, promotional, or informational messages. The goal is to improve customer relationships, attract more visitors to the website, and increase sales. With email marketing, businesses can send newsletters, special offers, new product announcements, and personalized content directly to customers' inboxes. This strategy allows for audience segmentation based on various criteria such as purchasing behavior and preferences, making the messages sent more relevant and effective. Additionally, email marketing offers analytical tools that can track open rates, clicks, and conversions, making it easier for advertisers to evaluate campaign performance and make necessary adjustments.

4. Mobile Marketing

Marketing strategies optimized for mobile platforms such as apps and responsive websites. Mobile Marketing is a digital marketing strategy that targets customers through mobile devices such as tablets and smartphones. This technique includes various tactics such as text messages (SMS), mobile applications, push notifications, in-app advertisements, and mobile-optimized websites. With the increasing use of mobile devices, mobile marketing allows businesses to interact with customers directly and personally anytime and anywhere. This strategy offers the ability to target audiences based on geographic location, user behavior, and individual preferences, making the delivered messages more relevant and precise. Additionally, mobile marketing offers

analytical tools that allow for real-time measurement of campaign performance, enabling companies to make adjustments that enhance the effectiveness and ROI (Return on Investment) of their marketing efforts.

5. Affiliate Marketing

Affiliate Marketing is a business model where companies or merchants pay commissions to affiliates to promote their products or services and generate sales or traffic. Affiliates, which can be individuals or companies, use various digital marketing strategies such as blogs, social media, email marketing, and websites to attract potential customers. When someone makes a purchase through an affiliate link, the affiliate receives a predetermined commission. This model provides benefits for both parties: the company gains additional promotion and increased sales without a large initial investment, while the affiliates receive financial rewards based on their performance. The main advantage of affiliate marketing is its efficiency in terms of cost and risk. The company only pays for proven results, such as actual sales or specific desired actions, thereby minimizing the risk of loss. In addition, affiliate marketing expands the company's marketing reach through diverse affiliate networks, which often have audiences that may be difficult to reach through traditional marketing channels. Affiliates also have the incentive to continuously optimize their strategies and improve conversions, as their income depends on the success of the campaigns they run. Thus, affiliate marketing becomes a highly effective tool in digital marketing strategies, providing flexibility and significant earning potential for all parties involved.

C. Product Marketing

Definition

According to Hootsuite [11], product marketing through social media content is a strategic process to create, distribute, and amplify valuable, relevant, and consistent content to attract and retain a clear audience, as well as encourage profitable customer actions. The definition of product marketing through social media content is an effort to provide product information and its benefits to consumers through visual and interactive content on various social media platforms [11]. Product marketing on social media content is a strategic approach to marketing products that involves creating and distributing valuable, relevant, and consistent content about the product through social media to attract and retain the targeted audience and ultimately encourage product purchase actions [12].

Product marketing objectives

Some of the objectives of product marketing are [13], [14]

1. Increasing brand awareness

Making the public more familiar with and remember the company's brand or product. Social media is effective for widely increasing brand awareness due to its vast reach.

2. Developing customer loyalty

Building long-term customer commitment to the brand by providing enjoyable interaction experiences on social media. Customers will remain loyal and are likely to recommend the brand to others.

3. Increasing sales conversion

Motivating visitors to take conversion actions such as purchasing, ordering, or subscribing to products. Content on social media should be designed to indirectly increase purchase interest.

4. Obtaining feedback from customers

Collecting responses, suggestions, and complaints from customers regarding the product for quality improvement. Valuable feedback to enhance satisfaction and build trust with customers.

5. Expanding market reach

Penetrating new market segments by leveraging a vast global social media network. Enables products to be recognized and purchased by global consumers.

Product marketing system

To market a product on social media, it starts with a deep understanding of the target audience. This involves identifying demographic characteristics, interests, and behaviors of users that are relevant to the marketed product or service. After that, plan engaging and relevant content, which can include images, videos, product reviews, and inspiring stories. It is also important to maintain brand consistency and create a regular posting schedule to keep user engagement. Next, the use of targeting features provided by social media platforms, such as paid ads and targeting based on interests or behaviors, can help improve the results and reach of campaigns. Finally, regularly monitoring campaign performance using available analytical tools and making adjustments based on the obtained results is a key step to ensure the success of product marketing strategies on social media.

To optimize these steps, there are several systems in product marketing, namely [15]

1. Social Media Advertising

Ads displayed on various social media platforms such as Facebook, Instagram, YouTube, and so on. Ads can be in the form of text, images, videos, and more. This advertisement is effective because it can be targeted according to user demographics. Thus, the potential for conversion into buyers becomes even greater.

2. Content Marketing

The creation of various types of content such as tips, guides, news, infographics, and others aimed at providing solutions to audience problems. The content must be useful and created consistently to build audience trust and loyalty. Content can also serve as indirect product promotion.

3. Electronic Word of Mouth (eWOM)

Encouraging reviews, recommendations, or user experiences of products uploaded on social media to be read by other audiences. This can influence purchase

interest because it is more trusted than commercial promotional sources. Companies can encourage positive reviews through incentives or contests [16].

4. Marketing Events

The organization of various types of events to promote products directly or indirectly on social media. Events can include product launches, exhibitions, workshops, and so on. This activity can involve influencers or communities to increase reach.

5. Influencer Marketing

Opening collaborations with influencers or opinion leaders on social media to promote products. The influencer will provide natural product recommendations to their followers along with usage testimonials. Users trust influencers more than commercial advertisements.

CONCLUSION

Based on the explanation above, it can be concluded that social media content plays an important role in digital marketing strategies, especially for product marketing. Social media content can help increase brand awareness, customer engagement, brand reputation, and expand the brand's reach to a wider audience. To build effective content on social media, the content needs to be relevant to the platform and target audience, provide added value and useful information, invite audience interaction, and be created and uploaded consistently. Content that encourages emotional expression will also increase user emotional engagement. The types of social media content discussed include text, images, videos, audio, and infographics. The discussed digital marketing strategies include search engine marketing, social media marketing, email marketing, mobile marketing, and affiliate marketing. The goals of this activity include increasing brand awareness and loyalty, boosting sales conversion, and obtaining feedback from customers. Product marketing through social media content aims to increase brand awareness, customer loyalty, sales conversion, obtain feedback, and expand market reach. The systems used include social-based advertising, content marketing, electronic word of mouth, event marketing, and influencer marketing. Using social media content to market products is very important because it allows businesses to reach a wide and diverse audience in a more personal and interactive way. Social media provides a platform for sharing engaging content such as images, videos, product reviews, and stories that can attract attention and build relationships with customers. Additionally, social media allows direct interaction with the audience through comments, messages, and live features, which can enhance customer engagement and loyalty. The shared content also has the potential to go viral, exponentially expanding the marketing reach without additional costs. With the ability to target audiences based on demographics, interests, and behaviors, marketing through social media content has become an effective strategy to increase product visibility, drive traffic to websites, and ultimately boost sales. With the presence of this article, it is hoped that business actors will become more aware of the great potential offered by social media content in their marketing strategies. It is

also recommended to always understand and follow trends and user behavior on various social media platforms. It is important to create content that is not only visually appealing but also relevant and valuable to the audience. Business operators must be consistent in posting content, interacting with followers, and utilizing platform features such as stories, reels, and live streaming to increase engagement. Additionally, using the available analytics data to track content performance and dynamically adjust strategies will greatly help in achieving marketing goals. With a strategic and adaptive approach, social media content optimization can significantly enhance brand awareness, build a loyal community, and drive sales growth.

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