

# The Role Of Instagram As A Promotional Media In Increasing The Number Of Visitors

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## ABSTRACT

This study aims to investigate the use of Instagram as a promotional medium. A qualitative research methodology with a case study approach was adopted, and Cafe XYZ in Jakarta was chosen as the research object. The findings shed light on the effectiveness of using Instagram for marketing purposes. Data collection comprised interviews, observation, and documentation from a range of participants, including owners, customers, employees, and followers of Cafe XYZ. The analysis investigated the factors that motivate Cafe to promote its products on Instagram. Utilizing customer reviews and advertising menus for sale are key strategies. The effectiveness of Instagram for promotion stems from its universal social media usage across all age groups. Additionally, its advanced features allow users to easily search for locations and explore products via hashtags (#).

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## 1. Introduction

Information that must not be forgotten in a strategy, namely: (What). What, what will be done; (Why) Why is that, a description of reasons used in determining what on; (How). who will be responsible responsible for or operationalizing strategy; (How much). How much should it cost issued to make the strategy a success; (How Long). How long does that take necessary for operationalizing the strategy the; (Out Put). What results were obtained of a strategy [1]. The current progression of the internet, in conjunction with social media, holds great significance in people's daily lives. Social media facilitates transparency in communication, allowing everyone's activities to be readily observable, even on a global scale [2]. Additionally, social media's two-way communication capabilities have contributed to its unprecedented popularity. This allows users to receive direct feedback or commentary from fellow users. There are various types of social media platforms, which facilitate access to information from any location. The impact of social media on society is deemed considerable as it has led to significant changes in people's habits. These altered behaviours rapidly disseminate across different communities. The impact of social media on society is deemed considerable as it has led to significant changes in people's habits. Social media is frequently utilised for recreational pursuits and work purposes. Amongst the most popularly used social media applications are Facebook, Twitter, Instagram, and Path. This media is now accessible through an application, which can be downloaded from the Play Store and used on multiple internet-connected communication devices.

Nearly all communication devices are now equipped with a camera, making it easier for people to upload photos to social media platforms, including images of food. This trend of sharing food photos on social media began with blogs, which often provide recommendations for places to eat or certain foods. The primary purpose of this trend is to share information and knowledge. The blog typically features the author's subjective evaluation of specific dishes, the corresponding price range, and the restaurant in which they were served—accompanied, of course, by photos of the food. However, the trend of uploading photos of food on social media platforms, such as Facebook, Instagram, and Path, has resulted in a proliferation of such images, with a correspondingly increasing number of users who have uploaded pictures of their meals on these platforms. Three social media platforms are commonly used to share pictures of food in Indonesia. Among them, Instagram stands out as the most popular one, with a user base of 53 million out of a total of 132 million internet users, as reported by Databooks' survey in 2018. The expanding business world in Jakarta has inadvertently led to the growth of competition. Consequently, society nowadays has an insatiable hunger for information. Chairman of Kadin Jakarta City believes that there is a need for sufficient publication facilities to promote the new culinary potentials in Jakarta. This will ensure that information on the available products can be widely disseminated to the public. Social media platforms, such as Instagram, have been proposed for this purpose.

Instagram currently has 90 million active users and sees the daily upload of 40 million photographs (Delayne, 2013). The ability of Instagram to present photos in a unique manner expands business opportunities, one such field being contemporary culinary businesses. Among the population of Jakarta, this market is increasingly popular, particularly among its youth who frequently showcase food on their Instagram accounts. This phenomenon presents a gap to explore entrepreneurial prospects [3]. Promoting culinary businesses through social media offers numerous ways to expand. Digital developments have a greater impact on the business rather than food processing. The use of social media platforms, such as Instagram, is becoming increasingly popular. Information presented through social media has an appealing influence on consumers [3]. Several culinary entrepreneurs in Semarang City utilise the accessibility of Instagram, including Cafe XYZ in Jakarta. Cafe XYZ, located in Jakarta, offers a variety of processed beverages and contemporary desserts that are currently in vogue. The business was initiated by two young entrepreneurs in 2014. The menus feature irresistible items such as Tropicana Tuti Fruty, Dawet Duren (Dadu), The Dark Knight, Frapuccchino Beverages Blend Series, Bubble Tea, a diverse range of sandwiches, and visually appealing meatballs and sausages that cater to the cafe's primary audience of young customers. By selecting Instagram as a promotional platform, Cafe XYZ can increase their daily visitors. They aim to repost at least one visitor's photo from Instagram each day. Café visitors are encouraged to upload their photos on Instagram, which may be reposted by Cafe XYZ. This approach sets Cafe XYZ apart from other similar cafes in Jakarta.

A previous study conducted by Mikharisti, Yuliani and Nur Atnan (2016) titled "Coffee Shop Promotion Strategy via Instagram Social Media (Descriptive Study on the @crematology account)" parallels the current research. Their findings reveal that Crematology should utilize a high-resolution camera and engage with unpaid food bloggers for promotion on Instagram. Another study investigating Instagram as a promotional tool was conducted by [4], entitled "The Effectiveness of Instagram Social Media as a Promotional Platform for Processed Agricultural Products (Yoghurt Cimory)." The findings suggest that Instagram promotion can effectively attract attention, but it falls short in driving desire, interest, and action. Additional research supporting this study includes Ika Wahyuni's 2016 research titled "Viral Marketing Strategy via Instagram to Increase Sales (A Qualitative Descriptive Study on the Avoskin Beauty Selfie Contest)." The study revealed that Avoskin Beauty utilizes a High Integration Strategy involving direct consumer engagement to attract new customers. In 2017, Nurian Lestiana conducted a study on promotional media via Instagram titled "Culinary Promotion Activities via Instagram Social Media: A Case Study of @kulinerdisolo in Solo City". The research revealed that the inclusion of photo images in the information influenced followers to like and make purchases of what @kulinerdisolo has to offer.

Based on current phenomena and the results of previous research, researchers are interested in researching "The Role of Instagram as a Promotional Media in Increasing the Number of Visitors". This research was conducted to reveal matters related to efforts to use Instagram social media as a promotional medium for Cafe XYZ in Jakarta.

## 2. Method

The research design used in this research is a qualitative method with a case study approach. This method is used for the reason that the focus of this research is the role of Instagram in promotional media in increasing sales at Cafe XYZ. The research will be carried out in October - November December 2023.

Types of Research Data: a. Primary data. Research that addresses topics related to sales promotion effectiveness necessitates primary data obtained from informants chosen as research subjects, which is collected in the form of interviews. Additionally, secondary data, consisting of visitor data acquired from research objects, books, and journals will also be used.

Data collection techniques are a strategic step in research as the main objective of this study is to gather data [5]. 1. Expertise and experience in promoting via Instagram social media 2. Observation. The data sample is selected purposely based on predetermined criteria. The secondary data for this study is sourced from archived reports on images posted on the Instagram account of "Café XYZ" using the repost application. The informants selected for this study meet the following criteria: 1. The ability to tell compelling and accurate stories regarding promotions through Instagram social media. 2. 3. The researcher must have the following qualifications: 1. Capability to assist in the data collection process. Availability to provide timely information. The data sources for this study are Cafe XYZ Owners, Cafe XYZ Employees, and Cafe XYZ Instagram Followers.

Qualitative data analysis is a technique that involves three concurrent streams of activities: data reduction, data presentation, and drawing conclusions or verification, according to Sugiyono (2013). Reduction Stage. 2. Data Display Stage. 3. Conclusion Drawing and Data Verification Stage

## 3. Results and Discussion

### 3.1. Instagram as a Promotional Tool

Instagram has become the most popular media platform for the public, particularly in the culinary industry, as seen with Cafe XYZ. The cafe began promoting itself through Instagram approximately 3 months after its establishment. Previously, Mas Bro attempted to promote the cafe through brochures, distributed to customers. However, according to one of the owners, Rizky, this approach was unsuccessful.

### 3.2. Key Factors Driving Promotion:

Completeness of Features. This is due to its attractive appearance, the availability of supporting features, like photo and video editing tools, and the platform's use in improving the visual appeal of advertisements. Instagram currently offers a unique visual experience for its users and is thus more valuable than other social media platforms. There are specific photo effects available on Instagram that enhance the uploaded photos' visual appeal, surpassing that of their original version. Mas Bro opted for Instagram as his preferred promotional platform because he believes that the images produced by Instagram possess alluring visuals while also allowing for videos to be uploaded to Instastory (Instagram's story feature) or directly to the gallery. Social media is a component of contemporary mass media, which implies that social media is media facilitated by the internet or termed "online media". As per [6] study, social media serves as a medium for users to exchange textual, visual, audio, and video information with other users and organisations. Social media is an online platform where users can engage with one another by sharing information, photographs, and perspectives, as well as by connecting with new friends [7]. The accompanying image or photo presents a symbolic and thought-provoking design that draws the audience's interest, illustrating how the media employs symbols to capture viewers' attention. The visual appearance of the photographs taken is undeniably fascinating.

### 3.3. Ease of Promoting Products for Marketing

The owner of Café XYZ believes that this approach is efficient in attracting customers because it represents a sincere endorsement from them. Uploading a tagged image to Café XYZ's Instagram account is easy. Instagram is often considered suitable for culinary entrepreneurs as it can reach audiences globally at a low cost and effectively target specific groups of consumers according to Morissan's theory (2010).

According to market segmentation, it is the process of grouping a diverse market into segments or groups that share similar needs, desires, behaviour and/or response to specific marketing programmes [8]. Café XYZ is targeting teenagers or young people with this Instagram promotional media since they are active social media users worldwide. Therefore, by segmenting the youth market, Café can pique interest with the provision of a unique menu and creative naming. This will attract more customers who will be curious to directly try the menu and purchase from the Café. Additionally, the dessert menu includes: The menu offerings consist of desserts and snacks with unique names such as Kolor (Corned Egg) Cheese - combining corned beef, egg, and cheese in a bread snack served with chili sauce, lettuce, tomatoes, and sesame. [insert desserts here]. The dessert known as Matcha Cihh contains a green tea pudding filling, grass jelly, tapioca pearls, green tea ice cream, and matcha powder cookies.

### 3.4. Cost Efficiency in Promotion

The reasons why companies run business using e-commerce [9] are: a. Can reach audiences all over the world b. Can carry out interactive communication in a cost efficient manner c. Can reach certain consumers d. It's easier to convey changes in information. The Instagram application can be owned by everyone just by downloading the application on the Play Store. The promotion process also doesn't cost a lot of money, because the promotion costs only involve buying a quota so that companies can upload their photos. The images uploaded by Café only then will it be realized, because the photo will be made as attractive as possible with the help of the photographer so that the results are optimal.

### 3.5. Promotional Media Suitable for Businesses in the Culinary Sector

In the book "on Strategy" Jack Trout discusses how to form perceptions in the heads of 84 consumers when consumers are hit by advertisements every day, which compete to enter their brain's attention [10]: 1. Consumers' heads have limited memory. Instagram is a suitable platform for culinary entrepreneurs as it only displays images and videos. By prioritising visuals over text, Instagram presents a simple, straightforward, and memorable social media experience. Additionally, consumers dislike confusion. When posting pictures on Instagram, food producers only need to provide a brief and easy-to-recall caption that describes the upcoming menu, mimicking the approach taken by XYZ cafe. Specifically, the cafe uploads photos of the existing menu alongside a caption that details forthcoming product information.

### 3.6. Menu posts in the Instaram gallery

In the caption written by Café Jorgan, which is often conveyed by the owner, can attract the attention of followers who see it, especially since there is information about the selling price of cafe products which are relatively cheap. Consumers tend to be hesitant. The product being marketed must have its own advantages or uniqueness so that many people will try it. In posting pictures on the café's Instagram account, apart from posting reviews from customers, the café also often uploads the development of its branches, because when people see branch movements that continue to develop and increase, consumers no longer hesitate to come and buy. Consumers' heads tend not to change. To change consumer beliefs, it is necessary to first eliminate their old beliefs. In changing consumers' old beliefs, Café Consumers' heads can lose focus. Don't create many product expansion variants that make consumers confused. Because, the more variations there are in a brand, the consumer's brain will lose focus and people will gradually forget about it. There are four menu variants sold at Cafe XYZ, namely Bubble Tea, Fraphuchino, Desert, and Snack.

Media Theory (Medium Theory) or Media ecology theory (Media ecology theory) is the study of how media and communication processes influence human perceptions, feelings, emotions, and technological values that influence communication through new technology. Media Ecological Theory is centered on the principles that society cannot be separated from the influence of technology and technology will remain central to almost all levels of society (West & Turner, 2009). According to Ecological theory, society cannot be separated from the influence of technology and neither does Instagram. , Instagram is a new social media that is currently very popular with the public because of its ease of operation and the advantages of the features offered by Instagram. The newer the technology that is presented, the more people will be interested in it, especially if the technology being offered has its own advantages and uniqueness. The research results obtained support previous research conducted by Mikharisti Tampubolon, Yuliani Racha Putri, and Nur Atnan (2016) conducting research entitled "Coffee Shop Promotion Strategies via Instagram Social



Media (Descriptive Study on Crematology Accounts)" the results of this research refer to seven The advantages of Internet Marketing put forward by Tjiptono are: 1. Target Marketing The Marketing Target aimed at by Crematology is active in social media or in Indonesian it means active in social media, just like Mas Bro who targets young people as his target market, because children Young people are active users of social media, especially Instagram. 2. Message Tailoring Every photo on the @crematology Instagram account always has a message to convey, just like Mas Bro who provides information through uploaded photos plus captions. 3. Interactive capabilities, namely enabling a high level of customer engagement. [11] in his book entitled Instagram Handbook states that the indicators for Instagram social media are Hastag, Geotag, follow, share, like, comments and mentions. Through these indicators, the author found engagement between the audience and the Instagram account @crematology. Engagement between café XYZ and customers is assisted by indicators other than the indicators presented by Bambang (2012), because café This is what is used as testimonials and direct reviews from customers which are uploaded to Instagram. 4. Information access This means that if a user has visited a certain site, then he can get a number of information regarding product specifications, purchasing information, and so on. In addition, new information can be presented very quickly and in real time. The information provided on Instagram is usually expressed through captions. 5. Sales potential, namely the ability to influence sales is relatively high because the Internet is a direct-response medium. Researchers found that the @crematology account replied to or answered messages or questions left by Instagram users. By responding directly Crematology has the opportunity to influence sales levels. Not only in the comments column, through interviews that have been conducted, key informants revealed that recently consumers are more often contacting via direct messages or sending messages directly and privately. Usually messages can contain questions, suggestions or praise. 6. Creativity This means that an attractive website design can influence repeat visits and increase site visitors' interest in the company and its products. The website can be changed at any time as needed to stimulate interest and fulfill consumer desires. 7. Market potential This means that along with the increasingly widespread penetration of personal computers among household users and the increasing use of the Internet, the market potential will also be very bright and increase drastically

### **3.7. How to Promote on Instagram through Customer Reviews**

Based on direct testimonials, the café adopts a promotional strategy on Instagram by directly evaluating photos uploaded by customers who have visited the café. The results of customer reviews will be posted on the Cafe's Instagram account without having to choose which photo is good first, because according to Mas T., it is not good pictures that you want to display, but rather customer testimonials when reviewing the cafe menu that you want to display. The strategy taken by the cafe is what makes customers feel appreciated and appreciated. Customers feel valued and appreciated when reviews on Instagram are reposted by the café. Establishing strong relationships between the café and its customers can lead to long-term benefits as suggested by the theory of relationship marketing presented by [6]. This process involves creating, maintaining, and improving customer relationships along with those of other stakeholders. Establishing a positive relationship between customers and owners is crucial for cultivating customer loyalty. A high percentage of customers tend to return to the café with companions, ranging from friends and family members to work colleagues. The café's reputation thrives through the promotion of its services via word-of-mouth. The café's reputation thrives through the promotion of its services via word-of-mouth. Presently, electronic means, such as social media and online forums, facilitate the spreading of information regarding the café.

### **3.8. Publishing the Latest Menu at the Café:**

Publishing the Latest Menu at the Café: Publishing the Latest Menu at the Café: The café will be publishing its most recent menu for customers to see. The images uploaded are personal photos showcasing what is on offer. Information is updated daily, so customers do not need to search elsewhere for it. By frequently uploading photos to Instagram, the café increases the effectiveness of its promotional activities via this platform. The comments left on Instagram are part of the promotional process of Electronic Word of Mouth (e-WOM). According to [12], Electronic Word of Mouth (e-WOM) is a type of marketing communication that includes positive or negative remarks made by potential customers, customers, or former customers regarding a product or company. This information is accessible to many people or institutions via the internet medium. The study conducted by Mikharisti Tampubolon, Yuliani Racha Putri, and Nur Atnan (2016) titled "Coffee

Shop Promotion Strategy via Instagram Social Media (Descriptive Study on Crematology Accounts)" provides supportive research indicating that there are several factors contributing to the effectiveness of Instagram as a promotional tool for crematology. These factors include: 1. e-WOM through Instagram. Researchers can uncover e-WOM in the form of food blogger reviews via blogs, food blogger reviews via Instagram, and customer reviews shared through photos uploaded onto personal Instagram accounts or in the comments section. Furthermore, the author acknowledges that while the marketing activities via Instagram employed by Crematology are not entirely free of cost, they do qualify as low cost. Using Instagram allows for a large audience to be reached, making the number of followers, likes, and photos posted a gauge of an account's popularity. Additionally, when an Instagram user shares a photo, they have the option to share it on their other personal social media platforms. Previously, users were required to log in to their personal accounts on several social media platforms in order to share via Instagram, connecting them directly without having to log in again. The 5th section outlines how Instagram media can serve as a shortcut for internal and external parties in disseminating, utilizing, and receiving information.

Other studies supporting these findings include Ika Wahyuni's (2016) research entitled "Viral Marketing Strategy via Instagram to Increase Sales (Qualitative Descriptive Study on Avoskin Beauty's Selfy Contest)." The study reveals that Avoskin Beauty utilises the High Integration Strategy, wherein direct consumer engagement is used to target new customers. If Avoskin Beauty employs consumer involvement by hosting a selfie competition, where participants upload photos by tagging Avoskin's Instagram account with added hashtags (#), they differ from Mas Bro who involves customers by encouraging them to upload photos to Instagram and tag the café's Instagram account.

### **3.9. Instagram is an effective platform for promotion.**

New media theory, as defined by Dewdney and Ride (2006), refers to the ideas, feelings, and experiences individuals gain through their involvement in innovative, diverse and more challenging channels of communication. Instagram's introduction has brought a fresh perspective to the world of social media that was earlier dominated by Facebook, Twitter, Path, among others. However, Instagram has grown rapidly since its introduction in 2010 due to its unique presentation of images and videos. This sets Instagram apart from other social media platforms, making it easier to use with features such as hashtags (#), and the ability to tag and explore. This sets Instagram apart from other social media platforms, making it easier to use with features such as hashtags (#), and the ability to tag and explore. As a result, Instagram appeals to a wide demographic, including both teenagers and adults. This sets Instagram apart from other social media platforms, making it easier to use with features such as hashtags (#), and the ability to tag and explore. 1) the title or caption, which should strengthen the character or message to be conveyed to the user, and 2) other features that facilitate product searches. [11] suggests that in order to enhance the informative value of uploaded photos, several sections must be completed. These include: 1) the title or caption, which should strengthen the character or message to be conveyed to the user, and 2) other features that facilitate product searches. 1) the title or caption, which should strengthen the character or message to be conveyed to the user, and 2) other features that facilitate product searches. Hashtags are symbols marked with a "#". This feature is crucial for users to locate photos on Instagram by using specific hashtags. By utilizing this feature, customers of XYZ café can effortlessly find photos of the café, including menu items and visitors. Therefore, even non-followers of XYZ café can become acquainted with the café and its community.

### **3.10. Moreover, Instagram offers various features to search for specific locations.**

The location feature discloses the whereabouts of where a user captured a picture. When a user shares a picture on Instagram, the platform provides this feature to help users identify the location. Moreover, Instagram offers business accounts a directions feature, aiding their clientele to locate the restaurant or cafe of their choice. Direction signs placed on the cafe veranda facilitate customer access to the cafe. These directions are automatically linked to Maps for accuracy in displaying directions. The findings of this study contradict the research undertaken by [4] titled "The Effectiveness of Instagram Social Media as a Medium for Promoting Cimory Yoghurt Processed Agricultural Products". The research results indicate that while Instagram promotion effectively stimulates attention, it falls short in driving interest, desire, and action. Instagram content can effectively capture the notice of users informing them about the product promotion. However, the possibility of user purchases through Instagram media is limited. Factors influencing purchasing

decisions come not only from Instagram media but also from other sources. The findings of this study differ from prior research as they indicate that Instagram can also contribute to an increase in the number of visitors to cafes.

#### 4. Conclusion

Driving Factors for Cafe Mas Bro Entrepreneurs to Utilise Instagram as a Promotional Tool are the completeness of its features which enhance the attractiveness of advertisements, ease in promoting products catering to market segmentation, cost efficiency in promotion, suitability for the culinary sector, and high public interest in Instagram.

How to Promote via Instagram, namely: using reviews from customers based on direct testimonials and posting the menu being offered

Factors That Make Instagram Effective as a Promotional Media: Media that is used by all groups of society, the presence of features that make it easier to search for products, there are features that make it easier to search for locations

#### Recommendation

The use of Instagram as an online marketing medium is appropriate, relying on candid customer evaluations. Nonetheless, Instagram can be leveraged more efficiently by utilizing its latest features, such as the poll option available in Instastory (Instagram Story), to foster a closer rapport between customers and proprietors..

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