

THE USE OF INSTAGRAM AS A MARKETING COMMUNICATION STRATEGY AT PT. BENLARIS SAHABAT DEWATA

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ABSTRACT

With the development of technology and the increasing popularity of social media, Instagram has become the main platform for companies to build brand awareness, interact directly with the audience, and promote products. In this study, the researcher aims to understand the use of Instagram as a marketing communication strategy at PT. Benlaris Sahabat Dewata. This study uses a qualitative approach to explore the utilization of Instagram features such as Stories, Reels, and Instagram Ads in increasing engagement and expanding audience reach. The research results show that Instagram is effective in building personal relationships with customers and increasing brand visibility, although PT. Benlaris Sahabat Dewata faces challenges related to content consistency and message adaptation for a diverse audience. Through the implementation of the Integrated Marketing Communication (IMC) approach, PT. Benlaris Sahabat Dewata can optimize their marketing communication strategy, ensuring that the messages conveyed remain relevant, engaging, and effective in achieving business goals.

Keywords: *Instagram, marketing communication strategy, social media, Integrated Marketing Communication (IMC)*

INTRODUCTION

With today's technological development, the way people communicate has changed. Communication channels in the era of digitalization are increasingly instant and global, this is seen by the massive use of the internet from several parts of the world and allows the exchange of information indefinitely. Along with the development of the times, the internet began to give birth to a new network that is now known to the world, namely social media. Social media is an excellent platform for business marketing and promotion because it allows users to interact, share content, and engage in online conversations. Customers can communicate with companies, create brands, and sell their goods and services. Many businesses are starting to utilize social media for sales and communication purposes as internet access is getting easier.

This is evidenced by the large number of individuals, groups, and businesses who use social media such as Facebook, WhatsApp, and Instagram as platforms to display profiles, interact with customers, and promote their products. Compared to advertising in print, audio, and audiovisual media, social media (the internet) allows

many businesses and marketers to use social media as a platform to promote their products. Based on the most recent data for 2024, the following infographic describes the demographics of Instagram users in detail based on the largest number of each country.

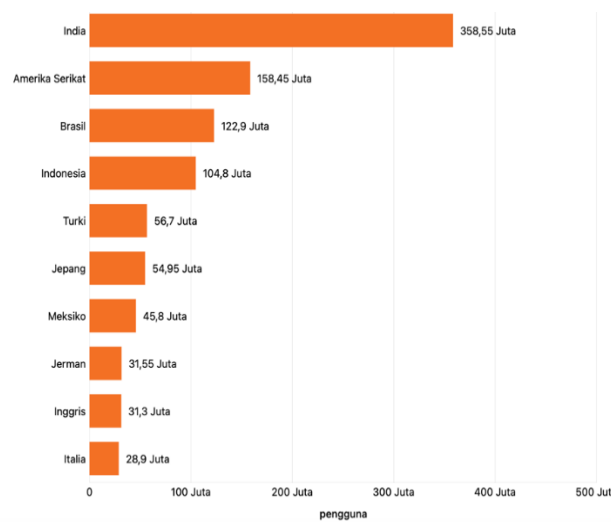


Figure 1. Infographic of the Most Instagram Users Worldwide
Source: databoks.katadata.co.id, (2023)

Indonesia is ranked fourth in the world for the most number of Instagram users, according to the infographic above, which reaches 104.8 million users. Instagram is an ideal social media platform for promotion. Features such as Instagram stories, reels and live broadcasts allow companies to convey their marketing messages visually and attractively. Hashtags and search algorithms allow businesses to increase visibility and expand audiences, with a focus on aesthetics and direct interactions, Instagram opens the door to building brand awareness, putting product stories first, and building close relationships with potential customers, creating an ideal stage for innovative and effective marketing strategies. Business people can interact directly with current and potential customers.

Instagram is perfect for marketing due to its large and ever-growing user base, which makes it ideal for reaching diverse audiences. Additionally, with its powerful visual features, such as stories, images, and videos, messages can be delivered in a more engaging and easy-to-understand way compared to text-only formats. Instagram also has advanced algorithms that allow targeting of ads and content based on specific interests, behaviors, and demographics of specific audiences. Instagram has many features that can help with marketing, one of which is Instagram Ads. It is an advertising program available on Instagram that allows its users to reach a large audience. Instagram also has a dedicated account that can be used for marketing, which is Instagram for Business. PT. Benlaris Sahabat Dewata is a digital marketing agency with headquarters in Bali, Indonesia.

The company provides website development, social media management, Facebook and Instagram advertising, graphic design, and promotional video services. PT. Benlaris Sahabat Dewata was founded in 2019 and has employees between 2 to 7 people. The company concentrates on digital marketing and website development,

as well as using Instagram as a communication tool. The way a company achieves a predetermined mission, goals, and goals is known as a marketing communication strategy. This strategy includes maintaining and striving for harmony between the various goals to be achieved, the capabilities possessed, and the opportunities and threats faced in the product market (Desca & Candrasari, 2022). In today's internet age, social media marketing has become an essential component of business strategy. Instagram is one of the most well-known platforms, providing business professionals with the ideal opportunity to interact directly with their audience.

PT. Benlaris Sahabat Dewata knows how important it is to harness the power of social media to increase consumer engagement and expand reach. Looking at the current situation, PT Benlaris Sahabat Dewata needs to understand exactly how to implement a marketing communication strategy on Instagram. More than just a channel to promote products and services, Instagram is a platform where interactions become closer and personalized, allowing businesses to build deeper relationships with consumers. PT. Benlaris Sahabat Dewata faces several obstacles in implementing marketing communication strategies. Consistency in content posts is key to retaining followers and increasing their engagement.

This issue can lead to reduced engagement and brand visibility. This research emphasizes how important it is to tailor content for different audience segments to be relevant and engaging to specific target groups. Increasing visibility and reaching potential audiences effectively, it may also be necessary to understand and master Instagram's latest features such as stories and reels. Companies can address these issues and improve their social media marketing strategies with methods backed by scientific evidence and data analysis. This study uses the theory of IMC (Integrated Marketing Communication) because this approach views marketing as an integrated system, where various communication and promotional elements work together to achieve marketing goals. IMC's theory allows companies to measure the performance of marketing campaigns on social media in an integrated manner with other marketing strategies.

Companies can align various marketing elements, such as visual content, text, and live interactions, companies can ensure that the message delivered on Instagram aligns with their overall marketing strategy. Through a cohesive selection of images and visual styles, companies can build a brand identity that is easily recognizable and captures the attention of the audience. Analysis of user responses and Instagram performance data can be the basis for further adjustments and optimizations, creating a unified and effective experience in achieving marketing goals. In this study, the focus is on the effectiveness of marketing communication strategies implemented by PT. Benlaris Sahabat Dewata, especially through social media platforms such as Instagram, in retaining and attracting customers. Based on this background, the purpose of this study is to find out the use of Instagram as a marketing communication strategy in PT. Benlaris Sahabat Dewata.

RESEARCH METHODS

In this study, qualitative research was used. According to Sugiyono (2023), qualitative research is a method used to research on the condition of natural objects (as opposed to experiments) where the researcher is the key instrument, with data collection techniques carried out in a triangulation (combined) manner, and data analysis that is inductive with results that tend to focus on meaning. This research approach further illustrates the use of Instagram as a marketing communication

strategy at PT. Benlaris Sahabat Dewata. This type of research uses qualitative research that is descriptive. According to Sugiyono (2023), qualitative research is descriptive, the data collected can be in the form of images that are then analyzed and described so that it is easier for readers to understand. In this study, a type of descriptive qualitative research was used that aimed to solve problems systematically to obtain information about the Use of Instagram as a Marketing Communication Strategy at PT. Benlaris Sahabat Dewata.

Primary data is collected directly by researchers through various means, such as interviews, surveys, and so on. The interviews were conducted by conducting questions and answers and collecting data from the opinions of informants. According to Sugiyono (2023), researchers can use secondary data in the form of books, academic journals, and the internet as supporting primary data in research. Secondary data supports and strengthens primary data. Secondary data in this study is in the form of journal articles, books, thesis, websites, and Instagram social media. As a supporting informant, this study uses qualitative data types from interviews with employees of PT. Benlaris Sahabat Dewata and Instagram users. In this study, quantitative data in the form of Instagram insights, the number of informants, and the number of followers of PT. Benlaris Sahabat Dewata. Data collection techniques are carried out by observation, interviews, and document studies. Meanwhile, the data analysis technique uses the Miles and Huberman models.

The research was conducted at PT Benlaris Sahabat Dewata. PT. Benlaris Sahabat Dewata is located on Jalan Bedugul No. 7A, Sidakarya, South Denpasar, Denpasar City, Bali. The city of Denpasar is the capital and economic and administrative center of Bali Province in Indonesia. The city of Denpasar is also in the process of development in various business sectors, including the coffee sector.

RESULTS AND DISCUSSION


Based on observations, interviews, and also supported by documentation, the author collects data, reduces data, and analyzes data in this marketing communication program, PT. Benlaris Sahabat Dewata uses Instagram as the main platform to communicate directly with customers. Through Instagram, the company delivers a variety of educational content and special promotions that suit the audience's interests, aiming to increase brand awareness as well as drive purchase decisions. With this marketing communication strategy, PT Benlaris Sahabat Dewata can build a more personal relationship with customers, increase conversion rates, and collect customer data for further analysis, in order to optimize marketing strategies and achieve the company's business goals.

Instagram social media is one of the platforms used by PT. Benlaris Sahabat Dewata in conducting marketing communication. This is as conveyed by Anak Agung Gede Lanang Agung Biwangsa Adhi (18), who said:

"Our main channel is Instagram, which allows for direct interaction with customers." (Interview 09 October 2024)


Currently, the official Instagram account of PT. Benlaris Sahabat Dewata, namely @benlarisofficial, has managed to attract the attention of a large number of users. To date, the account has 5,479 followers with 228 uploaded posts. The content presented on these accounts is attractively designed to increase audience appeal to the brands and products they offer. This content includes product promotions, tips related to product use, and customer testimonials. The following is the Instagram of PT. Benlaris Sahabat Dewata:

Table 1. Observation Results of Marketing Communication Through Social Media


Documentation	Observation Results
	<p>The image on the side is the result of observations that show the activities and content of social media managed by PT Benlaris Sahabat Dewata. Social media, especially Instagram, is becoming a company's main tool for interacting with consumers. Their official account, @benlarisofficial contains a variety of uploads that include product promotions, usage tips, and customer testimonials. These contents are designed with the goal of capturing the audience's attention, increasing brand awareness, and encouraging customer engagement in the company's marketing activities.</p>

Source: Research documentation, (2024)

Table 2. Content Strategy Observation Results

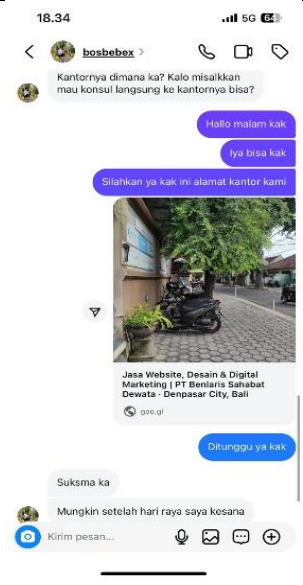
Documentation	Observation Results
	<p>The image on the side shows the results of observations from one of the content strategies implemented by PT Benlaris Sahabat Dewata, namely a campaign entitled "The Importance of Advertising for Your Business and Business". This strategy emphasizes educating audiences about the crucial role of advertising in increasing business visibility and driving sales potential. The content is presented with an attractive and informative visual design, aiming to motivate business actors to take advantage of the advertising services offered by PT. Benlaris Sahabat Dewata.</p>

Source: Research documentation, (2024)
Table 3. Sales Promotion Observation Results


Documentation	Observation Results
 <p>The screenshot shows an Instagram post from the account 'benlarisofficial' (Jakarta, Indonesia). The post is a video with a thumbnail that reads 'Ngedit Satset Ngonten Lancar Pake Aplikasi Ini'. The video title is 'Benlaris Sahabat Dewata' and the theme is 'Ngenonten Lancar Pake This Application'. The post includes a caption in Indonesian: 'Siapa yang udah suka narga yang terkesan murah? Kami telah menggali tujuh trik pintar untuk membantu bisnismu... selengkapnya 18 September 2023'. The post has 15 likes and is liked by 'ralph_3005' and 'lainnya'. The caption also says: 'Mau edit video gak usah pusing, pake aplikasi ini aja yang udah jelas simple, cepet, gratis, dan bebas watermark'.</p>	<p>Based on the results of observations, the content strategy implemented by PT. Benlaris Sahabat Dewata, through the theme "Ngenonten Lancar Pake This Application" is included in the sales promotion component. The content features tips for using the product, practical benefits, and attractive calls to increase user attraction to the services offered.</p>

Source: Research documentation, (2024)

Table 4. Results of Customer Interaction Observations

Documentation	Observation Results
 <p>The screenshot shows an Instagram Direct Message conversation. The sender is 'bosbebox' and the recipient is 'benlarisofficial'. The messages are: 'Kantornya dimana ka? Kalo misalkan mau konsul langsung ke kantornya bisa?', 'Halo malam kak', 'iya bisa kak', 'Silahkan ya kak in alamat kantor kami', and 'Ditunggu ya kak'. There is also a photo of a building with a sign that reads 'Jasa Website, Desain & Digital Marketing PT Benlaris Sahabat Dewata - Denpasar City, Bali'. The sender also says 'Suksma ka' and 'Mungkin setelah hari raya saya kesana'. The sender is also shown typing 'Kirim pesan...'.</p>	<p>The results of observations show that PT Benlaris Sahabat Dewata optimizes personal sales through direct interaction with consumers on social media, especially through the Instagram Direct Message (DM) feature. This interaction is done with a friendly and communicative language approach, creating a positive experience for customers.</p>

Source: Research documentation, (2024)
Table 5. Shocktober Promo Observation Results

Documentation	Observation Results
	<p>The image on the side is the result of observations from PT Benlaris Sahabat Dewata's direct marketing program, entitled "Shocktober Promo." These promotions are designed to attract customers' attention by offering relevant discounts or special offers during a specific period.</p>

Source: Research documentation, (2024)

According to the McGraw Hill Dictionary in (Awaliyah et al., 2021) Social media is a tool used by people to interact with each other by creating, sharing, and exchanging ideas and information in networks and virtual communities. The platform is easy to use and designed to help people communicate, make an impact, and interact with the general public. Social media is a group of internet-based applications built on the ideas and technologies of Web 2.0. They allow people to create and share content as well as exchange information that is accessible to many people.

Social media is an excellent tool for communicating businesses, especially those operating online (Herdiyani et al., 2022). The results of the study show that PT. Benlaris Sahabat Dewata uses Instagram as the main social media platform in their marketing communication strategy. The results of the interview with PT. Benlaris Sahabat Dewata revealed that the main channel used for marketing communication is Instagram, which allows PT. Benlaris Sahabat Dewata to interact directly with customers and build closer relationships. Customer data obtained through this interaction is also used for further analysis to optimize marketing strategies and achieve PT. Benlaris Sahabat Dewata. The content presented includes product promotions, usage tips, and customer testimonials, which are designed in an attractive way to increase the audience's attraction to the brand and the products offered. This strategy enables direct interaction with customers, increases brand awareness, drives purchasing decisions, and provides customer data that can be analyzed to optimize marketing strategies. With this approach, PT. Benlaris Sahabat Dewata is able to increase conversion rates and support the achievement of its business goals. Integrated marketing communication, also known as IMC, is a systematic and organized effort to promote brand concepts through the use of various communication tools that "speak one language" (Supriyadi, 2022). Kotler and Keller stated that

marketing communication is one of the four elements of the marketing mix (Product, price, place, promotion) used to market products or services (Ramadiansyah, 2024).

Marketing Communication Strategy at PT. Benlaris Sahabat Dewata

Marketing communication includes all forms of communication that manufacturers use to communicate with consumers, such as:

1. Advertisement

(Abdullah & Intizar, 2021) Adversting) adalah kegiatan perusahaan untuk mempromosikan produk mereka melalui media cetak, elektronik, dan baru. Hasil penelitian menunjukkan bahwa PT. Benlaris Sahabat Dewata menggunakan Instagram sebagai (Abdullah & Intizar, 2021)platform utama dalam strategi komunikasi pemasaran, memanfaatkan kemudahan operasional yang ditawarkan, termasuk fitur iklan berbayar. Iklan berbayar ini digunakan untuk memperluas jangkauan dan menargetkan audiens yang lebih spesifik, terutama konsumen muda dan dewasa yang aktif di media sosial dan memiliki minat dalam pembuatan website dan bisnis.

A deep understanding of audience preferences is key to increasing the effectiveness of marketing campaigns on these platforms, focusing on creating content that can grab attention in a short period of time, given that audiences tend to have a very limited attention span. PT. Benlaris Sahabat Dewata also combines attractive visuals with clear messages in their advertisements, with the aim of attracting the attention of the audience through aesthetic and informative content. In addition, PT. Benlaris Sahabat Dewata routinely monitors metrics such as engagement rate, number of clicks, and conversions to assess the effectiveness of the campaigns being run. and interesting. To reach a wider audience, PT. Feedback from the audience was also considered to adjust the ad design to be more relevant to managing multiple Instagram accounts, allowing them to implement a more aggressive and effective marketing strategy on the platform.

2. Sales promotion

Sales promotion is a way to grab the attention of customers in a short period of time. Leverage promotions such as discounts and limited offers through posts and stories Sales promotions are promotional activities that provide additional value to drive a buyer's response or decision to purchase a product. (Ardiyansyah et al., 2022). The results of the study show that PT. Benlaris Sahabat Dewata uses Instagram as the main platform in its marketing communication strategy, taking advantage of the operational convenience offered, including paid advertising features. These paid ads are used to expand their reach and target more specific audiences, especially young and adult consumers who are active on social media and have an interest in website and business creation. A deep understanding of audience preferences is key to increasing the effectiveness of marketing campaigns on this platform, focusing on creating content that can grab attention in a short period of time, given that audiences tend to have a very limited attention span.

PT. Benlaris Sahabat Dewata also combines attractive visuals with clear messages in the advertisements made, with the aim of attracting the attention of the audience through aesthetic and informative content. In addition, PT. Benlaris Sahabat Dewata routinely monitors metrics such as engagement rate, number of clicks, and conversions to assess the effectiveness of the campaigns being run. Audience comments are also considered to make the ad more engaging and relevant. PT. Benlaris Sahabat Dewata manages many Instagram accounts to reach a wider

audience, which allows for the implementation of more aggressive and effective marketing strategies on the platform.

3. Personal sales

One part of the promotional mix that requires marketers to interact directly with customers. The existence of mutual interaction between sellers and buyers is influenced by personal sales (Ardiyansyah et al., 2022). Marketers can directly access customer needs and then use them to increase sales for the benefit of PT. Benlaris Sahabat Dewata. Although Instagram is a social media that is generally non-personal, features such as direct messages (DMs) and interactions in the comments can help PT. Benlaris Sahabat Dewata build a personal relationship with customers. The results of the study show that PT. Benlaris Sahabat Dewata has effective sales promotion on social media that not only focuses on product offerings but also provides educational value to the audience. This strategy starts with sharing useful information, such as the benefits of using a specific service, before moving on to a direct sales approach.

This approach is designed to build trust and provide solutions to the audience before offering a product or service. Additionally, custom features on Instagram, such as Stories, Reels, and Feeds, are strategically leveraged to convey information, grab customers' attention, and visually highlight promotions. PT. Benlaris Sahabat Dewata also uses sales promotions such as discounts and limited offers announced through social media to attract an audience. The effectiveness of this strategy is measured through metrics such as engagement rate to understand audience interaction with the content presented. The main challenge faced in sales promotion is the fierce competition on social media, which is overcome by creating more creative and engaging content to differentiate brands from competitors. Promotional strategies that are too aggressive or spammy in nature are avoided to keep the brand image positive in the eyes of the audience.

4. Public Relations

Companies and the general public are connected through public relations. Building a good image of goods and services as well as companies in society is the main goal of public relations. If PR is designed professionally so that it can handle issues that will benefit the company, then PR can be considered effective. Public Relations can leverage Instagram to strengthen the company's image, address emerging problems or crises, and strengthen relationships with customers. The company provides services such as assistance, maintenance, and product clarity known as public relations (Abdullah & Intizar, 2021). The results of the study show that Benlaris focuses on building good relationships with customers through continuous communication, both directly and indirectly. One way is to regularly contact customers to follow up on specific projects or remind them of services such as website extensions. In addition, PT. Benlaris Sahabat Dewata utilizes platforms such as WhatsApp to share information, utilizing contact features that allow indirect communication between PT. Benlaris Sahabat Dewata and customers. This strategy aims to create a close and open relationship with customers, thereby supporting the sustainability of communication in the long term. Public relations is also an important part of Benlaris' communication strategy. The focus is on building customer trust and loyalty, as well as addressing potential issues on social media. Consistency of messaging is a priority, with clear communication guidelines and regular meetings to maintain alignment between teams. To evaluate the effectiveness of communication, PT. Benlaris Sahabat Dewata uses social media analytics and customer satisfaction

surveys. This effort aims to ensure that the message conveyed is not only consistent but also positive, thus supporting a good brand image in the eyes of the public.

5. Direct Marketing

Direct marketing systems combine elements from the usually different marketing mix to sell goods to customers and other companies directly. Direct marketing means reaching customers directly (Ardiyansyah et al., 2022). Research shows that PT. Benlaris Sahabat Dewata attracts customers' attention and generates more transactions. Exclusive offers with deadlines create an effective sense of urgency, while eye-catching content design with elegant visuals captivates audiences on social media. Specific themed campaigns, such as seasonal promotions, are successful in increasing brand appeal and trust. Additionally, informative educational content has been shown to improve the customer experience, create added value, and build closer relationships with customers. Additionally, this marketing strategy allows for the collection of critical data for advanced analysis, which aids in the strategic decision-making process. Overall, this approach not only increases conversion rates but also strengthens the brand image in the eyes of customers.

CONCLUSION

Based on the findings and research discussions regarding the use of Instagram as a Marketing Communication Strategy, the following conclusions can be drawn:

PT. Benlaris Sahabat Dewata has succeeded in achieving its business goals by utilizing Instagram as its main communication channel. PT. Benlaris Sahabat Dewata has successfully implemented an effective marketing strategy through social media, especially Instagram, by using the Integrated Marketing Communication (IMC) approach, which is a marketing concept that integrates and organizes various communication channels to convey a clear, consistent, and convincing message to the audience. At PT. According to Benlaris Sahabat Dewata, IMC is more predominantly applied through the use of social media and paid advertising, which helps increase brand awareness, expand market reach, and build personal relationships with customers. The use of paid advertising allows PT. Benlaris Sahabat Dewata reaches a wider and segmented audience. In addition, PT. Benlaris Sahabat Dewata has achieved its goals by integrating various components of marketing communication, such as direct marketing, public relations, sales promotion, and advertising. According to the study, researchers have made recommendations to encourage creativity and progress, such as:

- 1. Diversification of social media platforms:** PT. Benlaris Sahabat Dewata is advised to use other social media platforms that are closer to the audience, such as TikTok, even though Instagram has proven to be successful.
- 2. Strengthening video content:** Given the increasing trend of video content consumption, PT. Benlaris Sahabat Dewata can improve the production of high-quality video content, such as tutorials, and product demos.
- 3. Increased personalization:** PT. Benlaris Sahabat Dewata can utilize customer data to provide a more personalized experience, such as recommendations tailored to consumer needs.
- 4. Periodic evaluation and adaptation:** for PT. Benlaris Sahabat Dewata, marketing communication strategies must continue to be evaluated and adjusted to customer trends and behaviors.

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