

DIGITAL MARKETING COMMUNICATION STRATEGY FOR HOTEL EPISODE GADING SERPONG VIA INSTAGRAM @episodegadingserpong

¹Adindityo Achita Putra, ²Daniel Susilo, ³Teguh Dwi Putranto

^{1,2,3} Master of Communication Science, Multimedia Nusantara University Tangerang, Indonesia

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E-mail:

¹adindityo.achita1@student.umn.ac.id,

²daniel.susilo@umn.ac.id,

³teguh.putranto@umn.ac.id

ABSTRACT

In the digital era and the development of social media, an effective digital marketing communication strategy is important for the hospitality industry. This study aims to analyze the digital marketing communication strategy used by Episode Gading Serpong Hotel through Instagram social media. The quantitative content analysis method is used to describe various aspects of the information and quality of the content uploaded by the hotel. Two different coders are used to ensure objectivity in the coding and data collection processes. This study also uses Krippendorff content analysis to determine the characteristics and conclusions of the uploaded message content. The research sample consisted of @episodegadingserpong Instagram uploads from January 2023 to April 2023 which focused on hotel promotions.

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1. INTRODUCTION

The process of conveying information related to companies and products offered to consumers and being deliberately targeted is known as marketing communication. Marketing communication has an important role, one of which is in increasing consumer awareness of products and product marketing carried out by companies (Fadlilah & Arviani, 2022). Marketing communication is an important aspect of the company, especially as a provider of tourism and hospitality services. Marketing communications use advertising that contains the right message to consumers (McCabe, 2010).

Companies use marketing communications directly or indirectly to inform, convince and remind consumers about the products and services offered. There are many advantages for consumers when involved in marketing communication activities. Such as informing consumers about the value of the product, who the intended consumers are and maximizing the context of its use. In addition, marketers can explain product features and benefits in detail or provide concrete examples. Marketing communications can also link people, locations, events, products, experiences, attitudes, to the company's brand (Susilo et al., 2022). Marketing communications can also help and strengthen brands. Because by reminding brand awareness and creating a good brand image, it can increase sales (Parment et al., 2011). A marketing communication strategy is said to be successful if the company is able to adapt to consumer behavior and developments in internet technology in today's digital era. With the existence of internet technology, marketing communications have undergone significant changes throughout the world. The Internet has changed the way consumers interact with products or brands, resulting in changes in the marketing economy and making many traditional strategies and structures in marketing less effective. Therefore, marketers must update and adapt the way they do business to stay relevant in the digital age (Kaur, 2017).

In addition, online social networks are growing rapidly around the world. Of course, marketers want to attract potential customers through this new channel (Goodrich & De Mooij, 2014). In Indonesia alone according to a survey from the Association of Indonesian Internet Service Providers (APJII), in the 2022-2023 period there were 215.63 million internet users. An increase of 2.67% from the previous period which reached 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million people, an increase of 1.17% from the previous year which reached 77.02%. Meanwhile, in January 2022, there were around 277.7 million active social media users in Indonesia. This figure has increased by 12.35% compared to the previous year. This figure shows that the use of social media is increasing in Indonesia, thus making it one of the countries with the largest number of social media users in the world (Rizal et al., 2022).

This situation eventually made social media used in marketing communication activities. Currently, many companies or entrepreneurs are starting to take advantage of social media, from conveying information, persuading, to offering their products to consumers (Soedarsono et al., 2020). The significant increase in the number of social media users in Indonesia also shows how important social media is in marketing communications activities. Therefore, before carrying out marketing communications, companies must have an integrated strategy to achieve success according to the desired target, one of which is by using social media.

This statement is not without basis, because one of the effective marketing communication strategies is a digital marketing communication strategy. Digital marketing itself is direct, economical and allows for more personal communication compared to other forms of marketing. It allows communication without geographical, time, restrictions (Dimitrios et al., 2023). Dimitrios (2023) also revealed that digital marketing can not only provide a number of benefits for hotels. But it is also important to know that digital marketing, especially through social media, can hide a number of threats that can create a negative image for the hotel (Dimitrios et al., 2023). In addition, digital marketing communications are also related to promotion, which is one of the elements of the marketing mix consisting of product, price and place (Parment et al., 2011).

Promotion of a hotel can use several instruments consisting of advertising, sales promotion, personal selling, public relations and direct marketing. Advertising can be done through a variety of content, Sales promotions include discounts, coupons and so on. Personal selling is done by the sales team to build relationships with consumers. Public relations aims to create a positive image of the hotel and deal with issues that may be detrimental to the hotel. While direct marketing is done by directly communicating with consumers (Kotler et al., 2014). Along with the development of technology and the internet, social media such as Instagram has become an important tool in hotel promotion. In a report by napoleoncat.com for January 2022, there are 104,175,200 Instagram users in Indonesia, which is 37.2% of the entire Indonesian population. The majority of them are women as much as 54%. The largest user group is people aged 18 to 24 (39,100,000). the biggest difference between men and women occurs in the age group of 18 to 24 years, where women excel as much as 17,600,000 (Paint, 2022).

Promotional activities and dissemination of hotel information are included in the digital marketing communication strategy. One of the hotels that is doing this is Hotel Episode Gading Serpong, a hotel that carries the theme of Baduy and Chinese Peranakan culture which are inseparable from promotional activities via Instagram. Unique segmentation and its own rules make this hotel's position different from other conventional hotels. Apart from that, Hotel Episode Gading Serpong is quite active in activities on Instagram. This can be seen from the consistency of uploading feed content material on Instagram three times a week. Then the verified Instagram account is proof that Hotel Episode Gading Serpong is serious about managing its digital marketing communication strategy through Instagram. Because the key to determining the success of the hotel business today is the right digital marketing communications. However, inaccuracies and lack of knowledge in managing digital marketing channels can negatively affect the sustainable development of a hotel. Therefore, it is important for hotels to fully understand effective digital marketing communication strategies to increase their visibility and attractiveness in an increasingly competitive market.

The sub-fields of study within the marketing discipline are formed from marketing communications. However, few textbooks focus on marketing communications for services and none deal in detail with the issues, theories and strategies of communication in the tourism and hospitality sector. (McCabe, 2010). There are many studies related to hotel digital marketing communication strategies in communication and hospitality sciences. One of them is what was done by Fadlilah and Arviani (2022) which analyzes the concept of content marketing by three different hotels. A qualitative content analysis method was used in this study to analyze the content shared by the three hotel Instagram accounts (Fadlilah & Arviani, 2022). Furthermore, research conducted by Lodri, Goenawan and Tjahyana (2022) about the brand identity built and highlighted by a hotel in Bali in introducing its products to consumers through its Instagram account. The method used is quantitative content analysis (Lodri et al., 2022). Unlike Cahyani & Fitriyani (2021) in his research exploring the reasons for the hospitality industry using Instagram as its marketing medium. They used a literature review method with a qualitative approach to find theories relevant to the phenomenon (Cahyani & Fitriyani, 2021).

Based on previous problems and research, in this study, researchers wanted to see how the marketing communication strategy of Hotel Episode Gading Serpong was on Instagram social media. Through a content analysis approach, researchers want to see how Hotel Episode Gading Serpong utilizes Instagram as a promotional medium. In addition, it is important to research the digital marketing

communication strategy of Hotel Episode Gading Serpong on social media Instagram because currently no research has been conducted on this matter, especially in the Gading Serpong area. This provides novelty in understanding how hotels use Instagram as a promotional medium for consumers. This research is expected to provide new insights and valuable information for the hospitality industry, especially in the Gading Serpong area. It can also become a reference for developing a more effective digital marketing communication strategy in the future. Thus, this research has significant relevance and can make an important contribution to the understanding of hotel marketing communication strategies in the digital and social media era.

2. METHOD

This study uses quantitative content analysis methods to describe various aspects of information and overall quality. The term “content analysis” refers to a systematic methodology for evaluating content and message delivery. This method is also an analytical tool that can be used to observe and assess the communication power available to a particular communicator (Kim, 2019; Krippendorff, 2018). The researcher used two different coders to ensure that the coding process and data collection were carried out objectively. Two different coders are used to determine whether the data obtained is genuine and to determine whether the data is accurate using a reliability test. The characteristic of choosing this coder is that at least the coder understands basic communication science and has learned an understanding of digital marketing communication strategies. In this case, the criteria for becoming a coder are; own and access Instagram, understand digital marketing communication strategies, understand the categorization and instruments that have been made by researchers and most importantly are willing to become coders (Susilo et al., 2022).

In addition, Krippendorff content analysis is used as a research method to determine characteristics and draw conclusions from message content (Krippendorff, 2018). This research is also used to test Instagram uploads. The researcher uses content analysis to see promotions for Hotel Episode Gading Serpong via Instagram @episodegadingserpong during the period 1 January 2023 to 30 April 2023. The selection of uploads is based on uploads featuring promotions.

Krippendorff also explained that there are six main steps in the research process. The goal of unitization is to collect the most relevant data for a particular study area, be it text, photos, sound or something else. The data used in this study are in the form of text and images taken from the Instagram account @episodegadingserpong in the period January-April 2023. Sampling makes research easier by reducing observations that summarize all existing units. So, similar units are collected. In the recording stage, the researcher tries to connect the units detected by the reader. Recording here means that the units can be played or used repeatedly without changing the meaning. Data reduction or data simplification is needed to provide data efficiency. In simple terms, the units provided can be based on frequency level. In that way, the results of unit collection can be presented in a more concise, concise and clear manner. Abductive conclusions; Relying on construct analysis based on the context chosen by the conclusion, this stage tries to investigate the data further by looking for meaning from various existing data units. This stage connects some descriptive data with meaning, cause, direction or even stimulates the audience or consumers. In this way, it will be one stage and provide a narrative account of the response to the research question. This stage tries to investigate the data further by looking for meaning from various existing data units. This stage connects some descriptive data with meaning, cause, direction or even stimulates the audience or consumers. In this way, it will be one stage and provide a narrative account of the response to the research question. This stage tries to investigate the data further by looking for meaning from various existing data units. This stage connects some descriptive data with meaning, cause, direction or even stimulates the audience or consumers. In this way, it will be one stage and provide a narrative account of the response to the research question (Krippendorff, 2018).

The next step is to tell what happened. This narrative is an attempt to answer questions that arise from research. In most cases, the narrative will also include important information for the research user. The aim is to assist them in understanding existing research findings and enable them to make future decisions based on these findings (Krippendorff, 2018). In this study, the Holsti formula is used to calculate data from two coders. The researcher chose content analysis because he wanted to see the substance of Instagram posts objectively. The researcher then tries to understand the uploaded content, read the symbols, and interpret the substance of the symbolic interaction from the @episodegadingserpong Instagram upload (Alam et al., 2020; Samiei & Mehrabi, 2019).

The following are some of the steps taken by researchers when using this content analysis method; the researcher starts by examining Instagram uploads posted on @episodegadingserpong between 1

January 2023 to 30 April 2023. Then the second step after all uploads have been collected, the coder will organize them into instruments. The last step is the data obtained then processed and analyzed in the fourth stage.

$$PAo = 2A / (N1+N2)$$

PAo stands for the percentage of both coders reaching the same conclusion. Whereas A refers to the total number of decisions made by both coders, then N1 and N2 refer to the total number of decisions made by each coder individually (Susilo et al., 2019; Susilo & Putranto, 2021). In this study, digital marketing communication strategies are focused on promotion. Some promotional instruments include advertising, sales promotion, personal selling, public relations and direct marketing (Parment et al., 2011). All kinds of impersonal presentations and promotions and asking for money for ideas, goods or services provided by the sponsor is called advertising. Incentives that are only offered for a limited period of time to promote the purchase or sale of goods or services are known as sales promotions. Public relations involves building positive relationships with various companies and using various means to generate profits, developing a positive company image through publicity and overcoming or correcting negative rumours, stories and incidents. Personal selling is a customized presentation to drive sales transactions and build customer relationships by sales staff.

3. RESULTS AND DISCUSSION

Researchers collected forty-seven (47) uploads from Instagram Hotel Episode Gading Serpong @episodegadingserpong and used the holsti formula to check the reliability of the data. The instruments used include advertising, sales promotion, personal selling, public relations and direct marketing. The results of coding performed by coder 1 and coder 2 on a total of 47 uploads sorted by month are presented in table 1. In addition, an overview of the instrument is presented in table 2.

$$\begin{aligned} PAo &= 2A / (N1+N2) \\ &= 2(43) / 47+47 \\ &= 86 / 94 \\ &= 0.91(91\%) \end{aligned}$$

Researchers use a minimum tolerance value of 70 percent or more than 0.7. If the data has reached 0.7 it can be considered reliable (Holsti, 1969). The data used in this study are considered reliable because they have exceeded the minimum tolerance limit of the study. Where the value obtained is 0.91 or 91 percent and is determined based on the results of calculations using data obtained through the application of the Holsti reliability formula.

Hotel Episode Gading Serpong's digital marketing communication plan on Instagram @episodegadingserpong in terms of promotion shows that advertising indications dominate uploads from 1 January 2023 to 30 April 2023. Wedding services at Hotel Episode Gading Serpong are promoted through advertisements featuring wedding content in the hotel industry.

Table 1. Analysis of Two Coders

Bulan	Coder 1					Coder 2				
	I	PP1	PP2	PR	PL	I	PP1	PP2	PR	PL
Januari	1	1	-	-	1	2	-	-	1	-
Februari	2	4	-	1	1	6	-	-	2	-
Maret	4	4	2	2	5	8	1	-	10	-
April	7	4	-	2	3	3	2	-	8	-
Total	14	13	2	5	10	19	3	0	21	0

*I: Advertising, PP1: Sales Promotion, PP2: Personal Selling, PR: Public Relations, PL: Direct Marketing

The wedding content in question is Hotel Episode Gading Serpong promoting wedding content or proposals featuring special moments for couples who choose this hotel as a place for their celebrations. Hotel Episode Gading Serpong also often reposts content shared by consumers who capture their beautiful moments while staying at this hotel. Apart from that, Hotel Episode Gading Serpong also actively participates in various wedding festivals such as the Indonesian Dream Wedding Festival (IDWF) by Weddingku, Bridestory Market by Bridestory and others to promote their wedding services to prospective brides who are interested in the wedding festival.

Hotel Episode Gading Serpong is known for being actively involved in various wedding festival events held between January 2023 to April 2023. They started their participation by participating in the Ohana Wedding Festival in January 2023. Followed by Bridestory Market by Bridestory in early March 2023 and the Indonesia Dream Wedding Festival by Weddingku in early April 2023.

During each of these events, Hotel Episode Gading Serpong enthusiastically promoted their available wedding services to interested brides and grooms. Through the interesting content on display, they are proud to show the special moments of the couple who chose this hotel as the place for their wedding celebration.

Table 2. Results of Increasing Sales

Variabel	Coder Output		
	Coder 1	Coder 2	Agreement between two coders
Iklan	14	19	14
Promosi	13	3	3
Penjualan			
Penjualan Personal	2	-	-
Public Relation	5	21	5
Pemasaran			
Langsung	10	-	-
Total	44	43	22

Content promotion for wedding repost services and wedding festival events Bridestory Market by Bridestory and Indonesian Dream Wedding Festival by Weddingku which is participated by Hotel Episode Gading Serpong produces video content on Instagram @episodegadingserpong as seen in pictures 1, 2 and 3.

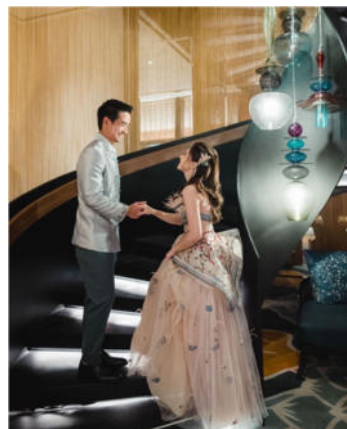


Figure 1. Sangjit @elikaboen
Source: (Episode Gading Serpong, 2023a)

In figure 1, you can see an Instagram upload @episodegadingserpong which displays a picture of @elikaboen, a celebgram and his partner taking photos after sangjit at the Episode Gading Serpong Hotel.



Figure 2. Video After the Bridestory Market Event
Source: (Episode Gading Serpong, 2023b)

In figure 2, you can see an Instagram upload @episodegadingserpong which displays a video image after the Bridestory Market event. As shown in figure 1, Hotel Episode Gading Serpong advertises wedding service content on Instagram @episodegadingserpong.



Figure 3. Video After the IDWF Event
Source: (Episode Gading Serpong, 2023c)

In figure 3, you can see the Instagram upload @episodegadingserpong which displays a video image after the Indonesia Dream Wedding Festival by Weddingku. Once again, Hotel Episode Gading Serpong displayed an advertising promotion for a wedding service festival event.

Researchers get the most recommended service at Hotel Episode Gading Serpong by looking at uploads on Instagram with the @episodegadingserpong account, namely wedding services. Thus the researchers argue that Hotel Episode Gading Serpong uses a digital marketing communication strategy by advertising their wedding services via Instagram.

Hotel Episode Gading Serpong utilizes this platform to display interesting content that describes the special moments of couples who choose Hotel Episode Gading Serpong as the venue for their wedding celebration. In these advertisements, Hotel Episode Gading Serpong managed to reach brides who are interested in an elegant and memorable wedding at Hotel Episode Gading Serpong.

According to Susilo(2021)MS Glow For Men conducts promotions by describing information that can provide benefits in using the product(Susilo et al., 2021). Hotel Episode Gading Serpong provides an overview of the perfect wedding services in this study by using the advertising content featured in

Instagram uploads by @episodegadingserpong. The beauty of the wedding presented through this content is an attraction and builds desire for potential consumers who are interested in a well-organized wedding. Therefore, Hotel Episode Gading Serpong uses a digital marketing communication strategy that displays more wedding service advertising content on Instagram as a form of promotion in an effort to attract prospective brides as consumers.

As seen, Hotel Episode Gading Serpong also utilizes famous people featured in Instagram uploads @episodegadingserpong, presentations in advertisements that appear with public figures are also an effort to create fantasies about having a beautiful and perfect wedding. The right combination of public figure and Instagram popularity generates traction. When a well-known figure becomes a magnet, everyone who sees it, especially their followers, feel compelled to follow in their footsteps, especially when it comes to planning their wedding. One of @episodegadingserpong's Instagram uploads features @elikaboen, a celebrity doing sangjit at the Episode Gading Serpong Hotel.

Instagram itself is the most popular social media platform in the world with hundreds of millions of active users. Indonesia has the most number of Instagram users, so it's not surprising that Instagram is a prominent platform among other social media platforms. Apart from that, the interesting features offered by Instagram make its users captivated and even addictive (Susilo et al., 2022).

By observing the habits of Instagram users who are familiar with its features, many don't realize that they have become targets from various parties, including the hospitality industry. Therefore Instagram can be seen as a place of mutual benefit and mutual need. Consumption is one of the many activities that have shifted to the digital world. Instagram not only allows us to consume information, it also allows us to buy goods and services. Many aspects of human life have changed due to Instagram (Susilo et al., 2022).

Instagram consumption habits are women, more tightly compared to men's consumption habits. But men also participate in current consumption activities. Instagram can be a useful tool for bridging communication goals for digital marketing of wedding services. In addition, Instagram facilitates communication between users, which is a significant benefit for Instagram users. The bride and groom and Hotel Episode Gading Serpong are usually separated by a significant distance, but through Instagram they can connect and interact more easily (Susilo et al., 2022).

From several previous uploads on the Instagram social media platform, Hotel Episode Gading Serpong has shown its focus as a specialist in providing wedding services. However, Hotel Episode Gading Serpong is also involved in several wedding festival events which they share via Instagram uploads @episodegadingserpong.

One of the interesting things about Hotel Episode Gading Serpong's Instagram upload is using a celebgram to promote its wedding services. This provides added value in customer trust because the program is known by many people and has the ability to influence others based on their capacity and reputation.

Hotel Episode Gading Serpong uses various promotional strategies to increase their presence in the wedding services market. One strategy that is considered the most effective is advertising through the Instagram social media platform. Instagram is considered as a social media that is very suitable for displaying visualizations about the unique experience offered by Hotel Episode Gading Serpong in their wedding services. Therefore, they developed their digital marketing communication strategy to attract the interest of the bride and groom on Instagram @episodegadingserpong.

4. CONCLUSION

Based on data collected through the @episodegadingserpong account on Instagram and coded by two coders, Hotel Episode Gading Serpong's digital marketing communication strategy is done through advertising. When compared to posts related to sales promotions, personal selling, public relations and direct marketing, advertisements on the Instagram account @episodegadingserpong account for the most space on Instagram. In the period from 1 January 2023 to 30 April 2023, the digital marketing communication plan for Hotel Episode Gading Serpong which is carried out via uploads on Instagram @episodegadingserpong uses a celebrity who performs sangjit at Hotel Episode Gading Serpong as an attraction and provides a concept to potential customers, especially prospective brides,

With the participation of Hotel Episode Gading Serpong in several wedding festival events from January 2023 to April 2023, Hotel Episode Gading Serpong uses this opportunity to attract the attention of the bride and groom who are very concerned about the details of their wedding. By offering professional and inspiring wedding services, Hotel Episode Gading Serpong is the ideal choice for brides-to-be who want to plan the perfect wedding. In carrying out their wedding services, Hotel Episode Gading serpong prioritizes inspiration from the latest wedding trends and provides solutions according to the needs and

desires of the bride and groom. Thus, the results of this study are expected to contribute to understanding digital marketing communication strategies in the wedding industry,

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