

DIGITAL MARKETING IN PROMOTION CLOTHING "COTTONSTYLES"

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ABSTRACT

The emergence of the internet network, so that marketing continues to grow and increase to new levels, marketing activities through the internet network are called digital marketing. The purpose of this research is to formulate a digital marketing strategy for Clothing Cottonstyles from Karawang City and find solutions to solve the shortcomings or weaknesses of Clothing Cottonstyles in the digital marketing section. Clothing Cottonstyles is a Clothing Brand originating from the city of Karawang with the theme of concept basics with branding on Instagram social media. This research process uses a qualitative method where the research subject is the owner of Clothing Cottonstyles in the City of Karawang. The research data was collected through direct interviews with business owners regarding the use of social media for product promotion and continued data processing by the authors using External and Internal Environmental Analysis and SWOT methods. The results of this study can be explained that the marketing strategy as the application of digital marketing has a great opportunity in increasing product sales and profits for the owners of Clothing Cottonstyles. This business uses social media Instagram as a digital marketing tool starting from determining market segmentation, conducting sales promotions, in collaboration with several special promotional Instagram users, as well as building an image through photos and videos uploaded on Instagram. But less than optimal, there are obstacles to the Company's Digital Marketing activities, from the promotions that are carried out less on target and promotional strategies that are still not consistent. have great opportunities and a wider market space than before by simply spending low costs in implementing Digital Marketing,

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1. INTRODUCTION

With the development of the technological age as it is now has an important function in providing access to communication and information that is fast. Talking, about technology today is one of the ways for manufacturers to break widely the target market, after all, the use of technology is not far from the way it is done by implementing the right strategy, it is possible that in terms of marketing it can be used for the advancement of the business.

Phenomena like this can be used largely for business actors who provide easy access to how to transact the sale of a product or service to consumers through online-based media. That way you don't have to leave the house to buy products, just use social media that is networked with the internet.

Marketing in the current situation is popular with the *digital marketing* era, it can be interpreted as *Digital Marketing*, which is a marketing activity that follows the algorithm of the

current technological development system by using several web-based media such as *e-mail*, blogs or other social media. In the marketing process, it is very much needed for MSME business actors, because in terms of the costs incurred for promotion, it is very small and the number of social media users as it is today, the right moment for business actors to implement *digital marketing* as a promotional tool that has an impact on increasing sales and getting broad access.

There is a technology development like this, one of the creative industry business actors in Karawang who founded a local brand called Cottonstyles. In its marketing, Clothing Cottonstyles does promotion and branding on Instagram social media.

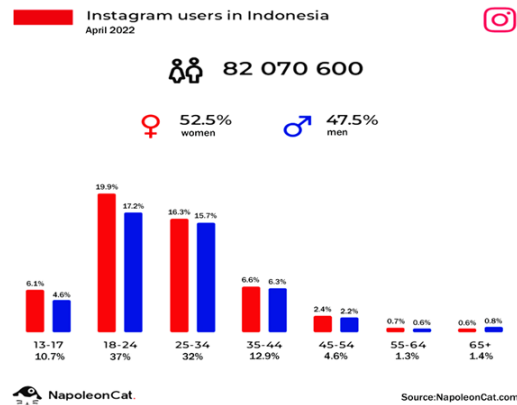


Figure 1. Number of Instagram Users in Indonesia April 2022

Source : Nepoleoncat.com, 2022.

Based on Napoleon Cat data, there were 82,070,600 people who used Instagram in Indonesia in April 2022, which accounted for 29.6% of the entire population. The majority of them are women - 52.5% of instagram users who are on average 18 to 24 years old make up the largest user group (3400,000). The difference of its percentage of height between men and women occurs in people aged 18 to 24 years, where women lead with 14,000,000. From the data above, it can be concluded that Instagram social media is a reference for marketers to promote products through female or male models who use photos and videos connected to the internet, so that this information can be conveyed more easily and received faster. The shots can also be directly *shared* on social media, to be seen by fellow social media users and followers

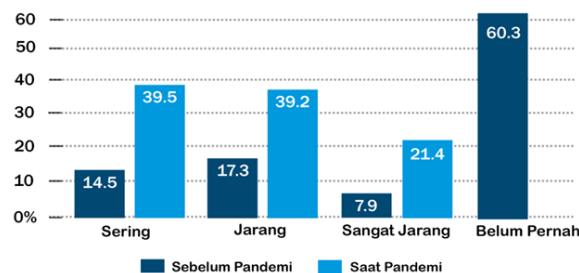


Figure 2. Trends in the Use of Online Shopping Needs Services

Source: (Lidwina, 2021)

Based on Figure 2. Describing the changing patterns in online shopping before the pandemic, 60.3% of young people stated that they had never shopped *online* or only about 39.7% had ever shopped *online*. But after the pandemic broke out, the results of the survey data showed that 100% of young people had shopped *online*.

Clothing Cottonstyles isa type of MSME business that sells Clothing Brand clothing products located in Karawang, West Java. The economic crisis caused by the outbreak of the contagious virus and its impact indirectly resulted in changes in the marketing techniques of products that initially visited the store changed to online. Such a thing can be the emergence of

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problems for the business activities that are carried out, along with this *clothing* business. In handling this phenomenon, business owners make access to online product purchases as in the application of *digital marketing*, then an Instagram social media account called Cottonstyles is created by the business owner. However, there is limited knowledge in how to use *Digital Marketing* in determining promotional strategies that are less than optimal.

The purpose of the research process is to examine the application of *Digital Marketing* in promotions that have been implemented on the Clothing Cottonstyles Instagram account along with factors that hinder the development of online stores. Not only that, furthermore, an analysis will be carried out regarding suggestions for the right marketing strategy in order to get a broad market in promoting. By knowing what are the supporting facts and obstacles to the business process. From this Matrix, you can get a clear picture of this business in terms of external opportunities and threats and adjusted to the strengths and weaknesses it has. From this Matrix can create the right suggestion strategy for this Business.

Marketing Communications

Marketing Communication is a technique of conveying a message of offering or solicitation to easily attract new or old customers. Comprehensively p.m. from an expert's point of view. According to Philip Kotler & Kevin Lane Keller (2009) "Marketing communication is a means by which a company seeks to inform, persuade, and remind consumers directly or indirectly, about the products and brands being sold". (in Fitriah, 2018:6) According to Kennedy and Soemanagara (in Fitriah, 2018 7:8), there are 5 types of marketing communication components including:

1. Advertising or (*Advertising*), which is a form of communication design that is specially wrapped to offer and promote a product publicly through social media, TV media or so on
2. Sales Promotion or (*Sales Promotion*), of all marketing activities that intend to attract consumers in making quick purchases and issuing a large number of products in the short term.
3. Public Relations or (*Public Relations*), the summary of the whole in planned communication, both inward and outward between an organization and all audiences in order to achieve specific goals that are based on mutual understanding.
4. Individual Selling or (*Personal Selling*), Individual selling is a form of direct communication between a seller and his prospective buyer (*Person-to-person communication*). In this case, the seller seeks to help or persuade potential buyers to purchase the products offered.
5. Direct Selling or (*Direct Selling*), the action of a business selling products by communicating directly with potential consumers to get a response to sales transactions.

Digital Marketing

Looking at the other side, the use of digital marketing is as an online-based marketing medium, which facilitates many features that can be utilized in a business or business. Technically, the use of digital marketing has been profitable for business actors.

There are many arguments that give his views on *Digital Marketing*. (Hendriadi et al., 2019) said that *Digital marketing* is one of the efforts to market or promote a product through internet media so that it can reach consumers and potential consumers quickly.

Mediumlan according to (Kingsnorth, 2016). Digital marketing is an animal that is constantly evolving and evolving and that continues to spread its elnya tentacles deep into the processes that organizations have lived for decades. It all sounds very dramatic but the truth is that it's only in line with the direction of the modern travel of the world. Digital marketing is (or should be) part of almost every major business decision from product development and determination to public relations and even recruitment.

New Media

With this very fast advancement in information technology, it makes it easier for someone to communicate and socialize. Many changes after the emergence of new media can now send

messages and receive information not having to wait long enough for a few seconds. McQuail's explanation of New Media is a variety of communication technology devices that share the same characteristics which in addition to being new are possible with its digitization and wide availability for personal use as a means of communication". (in Utomo, 2017:17)

Social Media

Dapat explain that social media is a tool for social interaction using the internet network that allows users to represent themselves and work together to form social bonds virtually (Nasrullah, 2015: 11)

SWOT Analysis

Suata method that applies strategies that will be used to monitor and evaluate business or business processes both externally and internally in business activities. This includes strengths, weaknesses, opportunities, and treats of ventures or businesses. (Nggini, 2019). It is also corroborated by the theory in the journal that states SWOT Analysis is a tool used by a company to identify or evaluate factors, internal and external factors of the company (Syaiful, 2020).

The results of the SWOT analysis that I have done, then patterned into the SWOT matrix. Based on the journal (Setyorini et al., 2016). This SWOT matrix is a decision-making formulation tool to determine strategies pursued based on logic to maximize strengths and opportunities, but can simultaneously reduce the company's weaknesses and threats. The stages in compiling a SWOT matrix are as follows:

1. Compile a list of external opportunities and threats and the company's internal strengths and weaknesses
2. Develop an SO (Strength- Opportunity) strategy by poking at internal forces and external opportunities.
3. Develop a WO (Weakness -Opportunity) strategy by hacking out in-ternal weaknesses and ex-ternal opportunities.
4. Develop an ST (Strength-Threat) strategy by matching internal forces and external threats.
5. Develop a WT (Weakness-Threat) strategy by matching internal weaknesses and threats.

In the use of this SWOT Matrix, it makes it easier to get a definite picture of opportunities and threats and can be synchronized with the strengths and weaknesses that are owned.

From the description above, there is an understanding that digital marketing in business promotion has a big impact on the development of a business, as well as the right analysis of the advantages, weaknesses and opportunities that can be utilized in this business is important for the development of this business in the future. Therefore, the researcher raised the title regarding: "Digital Marketing in the Promotion of Clothing Cottonstyles".

2. RESEARCH METHODS

The process in this study the author uses a Qualitative Approach Method. The strategy needed in this study is stuin the case. the source of the data collection was the owner of Clothing Cottonstyles through interviews, as well as collecting primary data on social media @cottonstyle.s which supported this study. Furthermore, the data processing from the results of this interview from the author took the Analysis SWOT method (*Strengths, Opportunities, Weakness, Threats*). After that, Analyzing the External and Internal Environment, it was then developed into a SWOT Analysis Matrix to establish a strategy so that the problem could be solved.

The research data collection method was carried out as (Creswell, 2013: 267) stated, namely through interviews, analysis of primary and secondary documents, and data analysis. Data analysis can be carried out by a method of reducing the data of research results that are focused on important things as needed based on the concepts used by translating the interview results and selecting them according to the theme. Furthermore, presenting data by interpreting

the results of the interview and narrating the findings by contextualizing them based on the theories and concepts used.

3. RESULTS OF RESEARCH AND DISCUSSION

The Importance of Applying Digital Clothing Cottonstyles in Promotion On Instagram

According to (Nursatyo & Rosliani, 2018) Digital marketing or Digital marketing is a marketing activity starting from market exploration, binding, and steaming markets that use horizontal media. Digital marketing is now a very popular strategy and is used by almost most marketers around the world. This is the impact of the increasing world of the internet and technology, thus making the internet a very prospective market. .

Just like Clothing Cottonstyles which sees opportunities in technological developments like today is very profitable because it is enough to reduce operational costs, with the existence of this digital media many competitors have sprung up so that entrepreneurs are required to innovate more from the quality of the materials chosen to maintain business, hence the importance of *digital marketing* strategies for Clothing Cottonstyles.

The main object that became the subject of research was Clothing Cottonstyles in implementing digital marketing strategies through Instagram social media as a tool for the promotion of a product which targets young people with a *casual* concept that has become *planning* for the future in the long term.

Cottonstyles Clothing Implements Marketing Strategies Through Visual And Communication

Clothing Cottonstyles in implementing digital marketing and promotion on its Instagram account as the main media in introducing products, there are many interesting features on this Instagram social media, such as feeds, igtv, snapgrams and so on. Many business actors use instagram social media as a promotional tool.

Instagram profiles can be used to share or mation inf, by using instagram social media is presented with many complete features that can be used, ranging from *Profile, Reel, Live Broadcast, Stories Home Page, news feed* and so on. In the Clothing Cottonstyles Instagram profile section , itshows the overall information ranging from the address, *contact person* information, and access links to purchase transactions. In this case, the application of marketing through Instagram is to introduce products and branding to several other Instagram users who have not followed (*Follow*) by creating a cottonstyles clothing Instagram account hashtag from customers after purchase.

Themany activities carried out by Clothing Cottonstyles in building a brand image that must be improved, there are several parts of the concept used as follows:

1. Visual, The visual in question is a photo that has used filters in posts on Instagram social media to form perceptions to target consumers. In its visuals Clothing Cottonstyles using *the Lightroom* Application provides convenience for *editing* coloring and lighting in images
2. *The design feed* that Clothing Cottonsyles uses to do promosi and improve brand image is a photo that has a typical *Concep Basic*, based on a *casual* kaian but looks *style*.
3. *Caption*, a form of communication indirectly conveying messages to consumers, clothing cottonstyles writes information about the type of product and material used as well as information about *the Contact Person* for reservation
4. Improving Services, the use that Clothing Cottonstyles must carry out with the use of *Digital Marketing* on the Instagram social media platform, there is an interaction between Clothing Cottonstyles and target consumers. Starting from the price of the uploaded product, *delivery* services, to find out the response from the target consumers.
5. Cooperation (*Cooperate*), the implementation of digital marketing that clothing Cottonstyles has carried out is not only in the form of sales promotion tools, but also incollaboration with

- various special promotional accounts such as @cotton30s accounts, @kaospolos, @kaosmurah, etc. in order to help target consumers to know and recognize Cottonstyles.
6. Products, from the process of absorbing digital marketing on Clothing Cottonstyles, usually a way for consumers to know the types and prices offered, Clothing Cottonstyles makes Snapgrams on Instagram and then keeps it in the spotlight. So that the target or consumers only know the type of product offered clearly.

SWOT Analysis

After a review of marketing's digital strategy, then SWOT analysis becomes a priority in digital marketing in the promotion of clothing cottonstyles. A SWOT analysis of this business was obtained by interviewing the Owner of Clothing Cottonstyles, as follows:

Strength

- a. The reach of consumers is expanding
- b. Costs incurred for small promotions
- c. Ads for promotion can be changed several times
- d. Easy to reach the target market
- e. Easy to improve brand image

Weakness

- a. Competition from competitors is fierce
- b. Lack of knowledge in the use of technology as well as keeping up with its development

Opportunity

- a. Increase sales by utilizing the vast market using social media
- b. Mudahnya sees competitors' strategies
- c. Make it easier to attract consumers

Treats

- a. Increase fraud cases
- b. It is very necessary to make efforts to make consumers believe
- c. Bad responses or comments have an impact on the business brand

From the results of the analysis above using the SWOT method, the process of entering data into the dalam form of a matrix that outlines the internal and ecological strategies. This strategy is formulated in view of the conditions of strengths, weaknesses of the internal components and external strategies of opportunities and threats.

Table 1. SWOT Matrix

S-O	W-O
<ul style="list-style-type: none"> • With the use of social media, it can cover the breadth of the market so that it will increase sales and facilitate product promotion. • It's easy to see the strategy of competitors, it's easy to increase the brand image • It is easy to reach the target market, information about product promotion is faster and more effective in attracting consumers • Easy to increase brand image in utilizing the breadth of the market using social media 	<ul style="list-style-type: none"> • In increasing its sales, it is necessary to increase knowledge of the use of technology and follow its development • Social media as a promotional tool through online media can see competitors' strategies due to fierce competition • M literacy improvement about information technology for clothing cottonstyles business
S-T	W-T

- | | |
|---|--|
| <ul style="list-style-type: none"> • With the use of social media, it can cover the breadth of the market, resulting in the emergence of fraud cases • With the use of social media, it can cover the breadth of the market, so that it has an impact on the business brand due to bad comments | <ul style="list-style-type: none"> • Increase awareness of the use of technology and follow its development, to avoid fraud cases |
|---|--|

Source: By Researcher, 2022

Based on the analysis above, Clothing Cottonstyles by applying Instagram social media as a promotional tool that has opportunities and strengths (S-O) namely sales have increased due to the breadth of coverage, information in promotions is spread quickly because it uses social media. And the results of the analysis of weaknesses and opportunities (W-O), strengths and threats (S-T), weaknesses and threats (W-T) of members fish the solution for MSME business actors are more utilizing social media for product marketing and must better understand their use to avoid existing threats.

After the SWOT Analysis was carried out, in this research, it was continued by positioning. It aims to measure the position of the strategy whether it can be prioritized or not. This way of determining priorities can be done by weighting certain aspects. Researchers begin by determining the important factors of internal conditions. Furthermore, researchers group into strengths- strengths and weaknesses- weaknesses. The weight column is the importance of each factor, the weighting of 0.2 is very important, 0.1 is important, 0.05 is important enough, 0.01 is not important and if added up it will be worth 1.00. While the rating is the value of the internal condition of each organization. A value of 4 for excellent conditions, a value of 3 for good conditions, a value of 2 for ordinary conditions only, and a value of 1 for buruk conditions. Factors, faktor are worth 3 and 4 only for the *Strengths* group, while are worth 2 and 1 for the *Weaknesses* group. Then the value of each factor is the result of the multiplication between bobot and rating. If the overall value is added up, then the SWOT result value of the strategy can be found .

Tabel 2. Perhitungan in Determining Priority Strategy

Strategy Factors	Weight	Rating	Weight x Rating
STRENGTHS (S)			
1. With the use of social media, it can cover the breadth of the market so that it will increase sales and facilitate product promotion.	0,2	4	0,8
2. It is easy to see the strategy of competitors, so it is easy to increase the brand image	0,1	3	0,3
3. It is easy to reach the target market , information about product promotion is faster and more effective in attracting consumers	0,1	4	0,4
4. Easy to increase brand image in utilizing the breadth of the market using social media	0,1	3	0,3
Total	0,5		1,8
WEAKNESS (W)			

1. Increasing its sales, it is necessary to increase knowledge of the use of technology and follow its development	0,1	3	0,3
2. Increase knowledge about technology and keep up with its development to avoid fraud cases	0,2	2	0,4
3. Social media as a promotional tool through online media can see competitors' strategies due to fierce competition	0,2	4	0,8
Total	0,5		1,5
OPPORTUNITY (O)			
1. Improving information technology literacy through digital marketing training to improve the skills of various applications for digital transactions	0,2	4	0,8
2. Increase technological knowledge and keep up with its development to avoid fraud cases	0,2	3	0,6
3. Availability of cheap and easy digital transaction tools and information technology	0,2	4	0,8
Total	0,6		2,2
THREAT (T)			
The impact of a wide market space, as a result Fraud cases are increasing and consumer confidence declining	0,2	2	0,4
The existence of a large market space, as a result of which influencing the business brand due to bad comments	0,2	4	0,8
total	0,4		

Based on the results of the above research, it can be described as follows:

Total of faktor strengths = 1.8

Total of faktor weakness = 1.5

Therefore in the determination of the coordinates of the actor internal using the following formula :

IFAS (*Internal Factor Strategy*) internal coordinates = Total score of faktor strengths - Total score of faktor weakness

IFAS = 1.8 - 1.5 = 0.3

Then obtained the co-ordinationat internal factors by 0.3.

After that, an analysis is made in an attempt to obtain external coordinates, as follows:

Total of faktor Opportunity = 2.2

Total of faktor Threats = 0.4

EFAS (*External Factor Strategy*) external coordinates = Total faktor opportunity score - Total faktor threats score

EFAS = 2.2 - 1.2 = 1.0

Then the coordinates of the external factor are obtained as large as 1.0.

After finds the coordinates of each factor from internal and external faktor, then the intercity process is the determination of the strategy in the form of quadrant position in the SWOT analysis diagram. This SWOT diagram determination serves to determine the position of the strategy to be applied. Whether this strategy is found in quadrants I, II, III or IV. This

quadrant serves to determine and identify whether the strategy is aggressive, diversified, turn-around or defensive.

The development strategy should be carried out with a multi-criterion approach that includes many factors. One of the determining factors is the gen Z factor. Therefore, the strategy developed should be an aggressive strategy that can encourage performance improvement through *digital marketing* using available social media. see figure 3.

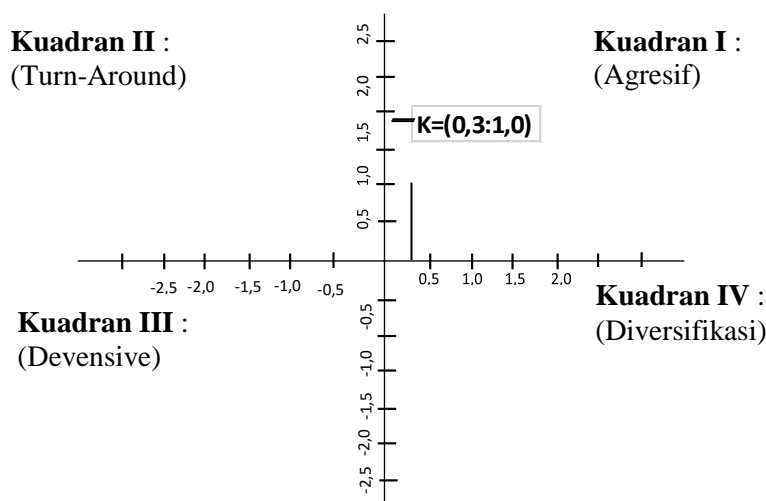


Figure 3. Quadrant determination on SWOT analysis

Source : By Researcher, (2022)

Information:

- **Quadrant 1**
- That is a very difficult situation. Clothing Cottonstyles have opportunities and challenges so they can take advantage of the opportunities that exist. The strategy that must be applied in this condition is to support an aggressive growth policy (*Growth Oriented Strategy*).
- **Quadrant II**
- Despite various threats, this business still has internal strength. The strategy that must be applied is to use the power to take advantage of long-term opportunities by means of a type strategy (product/service).
- **Quadrant III**
- Clothing Cottonstyles faces a huge market opportunity, but on the other hand, it faces some internal constraints/constraints. The focus of this business is to minimize the company's internal problems so that it can seize better market opportunities.
- **Quadrant IV:**
- This is not good and unprofitable for the Clothing Cottonstyles business which faces various internal threats and weaknesses.

So it can be explained that the priority of the resulting strategy is in quadrant I, then the resulting strategy is an aggressive strategy. This means that the strategy to increase digital marketing through social media for clothing businesses has internal prospects that have enough potential to increase sales and maximize identified opportunities, therefore it can increase the effectiveness of Digital Marketing on Clothing Cottonstyles Promotion. This can be accepted and can be applied.

Implementation of Digital Marketing Strategy Implementation

The results of all the results of this analysis will establish a strategy that is appropriate for the Clothing Cottonstyles Business in promoting as a *Digital Marketing* strategy. The following

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are suggestions for improvements that need to be carried out in the business process so that the implementation of the digital promotion strategy section can be utilized optimally, here is a description of the suggestions and policies:

1. SEO (Search Engine Optimization)

One basic thing in SEO practice is optimizing the use of *keywords* and *website* updates. This SEO aims to drive more traffic or people towards the website or social media, using SEO will have an impact on increasing *audience traffic*, especially on Facebook and Instagram. This is certainly the main gate for an *online* store to successfully get a lot of product sales.

2. PPC (pay-per click advertising)

an internet marketing model in which advertisers pay a fee every time their ad is clicked. Like Facebook Ads, due to the large market potential that is still not reached by the company, using Paid Facebook Ads ads regularly and measurably can help the company's *Digital Marketing* strategy to be more targeted than before. However, it is necessary to pay attention to the segmentation and target market to be targeted so that the advertisement can be optimally useful.

3. Website

as an official website for the company. In today's era, websites still have a great influence on the company's consumer confidence. With a *website*, the company will look more professional and trusted in the eyes of consumers. However, this can be done if the company already has a good management system in its Digital Marketing activities.

4. Psychological Pricing

then perlu the application of the *Psychological Pricing* strategy method (Psychological Price) in setting the price of a product will have an impact on a person's psychology

5. Whatsapp Busines

Maximizing the function of *Whatsapp Business* and improving the operation of the work system of *Reseller* and *Dropshipper* partners who have joined so that they remain productive and loyal in marketing the company's products. No whatsapp Business will make your interactions with customer easier by being presented with many features to automate, sort, and reply to messages quickly.

4. CONCLUSIONS AND IMPLICATIONS

The results of this research can be concluded, it is really important to formulate a strategy in marketing through social media as *Digital Marketing* on promotions on the Clothing Cottonstyles Instagram account, because it can reach the target market easily and quickly effective in advertising costs. Five types of concepts used in the Company's Instagram Media, namely *visuals*, *Design feeds*, *Captions*, *Improving Services*, cooperation (*Cooperate*), each product has different characteristics and concepts. From the results of the overall qualitative analysis with data collection by researchers, it can be concluded that *Digital Marketing* has a very large impact on product sales or promotion with increasing opportunities in increasing sales and profits for *Clothing Brand* business actors in Karawang City. The discovery of several problems and obstacles in the *digital marketing* process in the promotion of Clothing Cottonstyles, including improper market segmentation, lack of consistency in handling *online* stores, limitations of admin capabilities, lack of handling of *Reseller* and *Dropshipper* partners, as well as its close competition in price and product quality. Suggestions for improvement that can be used by the company are by trying to maximize in social media applying SEO, applying paid iklan (PPC), improving the handling of the work system of *Reseller* and *Dropshipper* partners who have joined, forming a website as the company's official website, maximizing the function of *Whatsapp Business*, along with using *psychological pricing* strategies in setting the price of a product will have an impact on a person's psychology.

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