


Circular Model of Some on Instagram Social Media in Improving the Corporate Image of Cozy Coffee & Eatery

ling Saefudin¹, Amin², Amron Maroghi Ash³, Elfarras Az Zahra⁴

Universitas Pasundan, Bandung, Indonesia

Article Info	ABSTRACT
<p>Keywords: Circular Model of Some and Types, Instagram, corporate image, digital communication, Cozy Coffee & Eatery.</p>	<p>This study aims to analyze the application of the Circular Model of Some and Types on Instagram to enhance the corporate image of Cozy Coffee & Eatery. In the digital era, social media has become an important tool for companies to build communication and relationships with the public. This study used a qualitative method with a descriptive approach, using data collection techniques such as observation, interviews, and documentation of the activities of the @cozy_caffeandeatery Instagram account. The results indicate that the application of the Circular Model of Some, which includes the aspects of Share, Optimize, Manage, and Engage, has been effective. In the Share aspect, the account is able to convey information and messages efficiently to the public. In the Optimize aspect, the use of hashtags and collaboration with influencers helps expand reach and strengthen promotional strategies. The Manage aspect demonstrates consistent content management through uploads of feeds, reels, and promotional videos. Meanwhile, the Engage aspect reflects active interaction with the audience through comment replies, giveaways, and promotional programs that increase customer engagement. Overall, the application of the Circular Model of Some and Types on the @cozy_caffeandeatery Instagram account has proven effective in building a positive image, increasing engagement, and strengthening brand identity among the public.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: ling Saefudin Universitas Pasundan, Bandung, Indonesia iing.saefudin@unpas.ac.id</p>

INTRODUCTION

Today, corporate image is a crucial pillar that must be maintained for the company's sustainability. Companies build their image through effective corporate communications (Anggraeni et al., 2025). Using the right media can disseminate information and achieve broad reach. The rapid development of technology today is constantly changing, with various media platforms used as information sources (Hardjana, 2008). Furthermore, how companies conduct corporate communications through media to enhance a positive corporate image is also discussed. The role of media in helping companies gain public awareness and trust is also discussed (Miliani et al., 2025).

Social media usage worldwide continues to increase rapidly in line with advances in modern technology. According to a report by Datareportal (2024), as of early April 2024, there were 5.07 billion social media users worldwide, or approximately 62.6% of the global population. In the past year since 2023, the number of new users has increased by

approximately 259 million, indicating an annual growth rate of 5.4%, at a rate of approximately 8.2 new users per second. More than 90% of internet users now actively use social media every month, and according to the Global Web Index (GWI), the average usage time reaches 2 hours per day. This fact demonstrates that social media has become an essential and inseparable part of modern human life. (Datareportal, 2024)

Media, as "the medium is the message," functions as a tool or means used by humans to convey messages. Media plays an equally important role in human life. Social media is an effective communication tool and boasts a large number of internet users, wide reach, the ability to send messages with large data capacities, and unlimited storage (Zuniananta, 2023). Social media offers various advantages to its users, primarily due to its faster speed compared to conventional media. Furthermore, social media has a dominant power due to its ability to reach users from various locations. Social media is a means or platform used to distribute various types of content, including written messages, information, photos, voice messages, and videos. This content can be accessed via the internet and shared with other users (Sijoen, 2024).

Instagram has become one of the most popular social media platforms due to its focus on engaging visual content, although its popularity is still below Facebook, YouTube, and WhatsApp. According to Ipsos research, approximately 81% of Instagram users use this platform to search for information about products or brands, and 76% of them have purchased a product after discovering it on Instagram (Larasati et al., 2024). This makes Instagram not only a communication medium for individuals and communities, but also an effective tool for businesses to build relationships with the public and strengthen their marketing strategies. In Indonesia alone, there are approximately 22 million active users, 89% of whom are aged 18–34, and 97% of whom use search engines to find information, demonstrating Instagram's immense potential as a promotional and branding tool for companies.

Instagram, an internet-based social media platform, facilitates interactions such as the dissemination of information from one individual to another, allowing users to interact directly in various ways. It also serves as a corporate communication medium for branding the company's image to the public (Mahmudah & Rahayu, 2020). With the increasing number of companies utilizing social media for their business interests, competition regarding the quality of social media utilization has emerged. Every business strives to build its brand image by creating attention-grabbing content and establishing a positive reputation in the eyes of the public (Noventa et al., 2023). Therefore, every business needs to utilize social media as an effective communication tool in their marketing strategy to highlight the advantages of their products.

The right marketing methods are expected to increase product sales. Rapid digital development and widespread public acceptance make digital marketing strategies crucial. In addition to the effective use of social media, an effective communication strategy is also essential (Mahwati, 2024). Corporate communication refers to the type of communication used by a company to build and maintain its reputation. Success in corporate communication is a key factor in achieving company goals. Corporate communication has experienced rapid

growth thanks to the internet and social media. As a result, business communication must be significantly involved on platforms like Instagram (Andirwan et al., 2023). Therefore, in a business context, particularly in the food industry like Cozy Coffee & Eatery Bandung, corporate communication plays a strategic role as part of marketing efforts. This is done to ensure "trust and the company's image in the eyes of the public," which ultimately can increase sales.

Cozy Coffee & Eatery Bandung is an MSME established on October 12, 2023, located at Jl. H. Samsudin No. 1, Bandung. 48, Bandung, offers beverages, including non-coffee and coffee options. The food menu at this cozy cafe is quite comprehensive, considering its minimalist size. This study examines how Instagram is used by Cozy Coffee & Eatery Bandung. This research focuses on increasing social media usage on the Cozy Coffee & Eatery Bandung platform. Therefore, the researcher was interested in conducting a study examining the Circular Model of Some on Cozy Coffee & Eatery Bandung's Instagram social media platform, entitled "Circular Model of Some on Instagram Social Media in Improving Cozy Coffee & Eatery's Corporate Image."

This study focuses on the application of the Circular Model of Some and Types on Instagram as a digital communication strategy to enhance Cozy Coffee & Eatery's corporate image. Through this model, the study examines how the Share, Optimize, Manage, and Engage processes are integrated with various types of content—such as informative, interactive, promotional, and visual imagery—to create a sustainable relationship between the company and its audience. Instagram was chosen because it is the most effective platform for building a visual identity and emotional connection with customers through creative and interactive content.

METHOD

This research uses a qualitative method with a qualitative descriptive approach to compile the report. This method emerged due to a paradigm shift in viewing reality or phenomena, with a focus on in-depth data collection through interviews, observation, and document analysis. Qualitative researchers seek to understand the social and cultural context in exploring the meaning of a phenomenon. According to Moleong (2017:6), qualitative research aims to understand phenomena experienced by subjects such as behavior, perception, motivation, and actions holistically through verbal descriptions in a natural context. Meanwhile, Hendryadi (2019) explains that qualitative research is a naturalistic investigation process to gain an in-depth understanding of social phenomena in their natural state. Data collection techniques used by researchers to obtain primary data are through observation, interviews, and documentation. Data analysis techniques are carried out through qualitative analysis, which includes data reduction, data presentation, and data verification.

RESULT AND DISCUSSION

Based on interviews and observations conducted by researchers with several sources regarding the management of the Instagram social media platform @Cozy_coffeeandeatery,

using the theory of "the circular model of some." Currently, Instagram is widely used by its users for various purposes due to its diverse features and the ability to facilitate all user activities. One such feature is the Home Page. The Home Page is the main page that typically contains photos or videos from other users you follow. The home page of the @Cozy_caffeeandeatery Instagram account itself is public, so anyone can view photos, videos, and reels uploaded by the @cozy_coffeeandeatery account.

The wider community is now able to utilize Instagram's features effectively, seeking information, communication, and even shopping needs. The @cozy_caffeeandeatery page provides a variety of information related to the rules for starting or branding a coffee shop MSME to expand its reach. Additionally, there are discount notifications every Friday, giveaways, quizzes, entertainment content, menu information, and even customer service for customers who are dissatisfied with the service provided.

The information presented on the @Cozy_caffeeandeatery Instagram page comes from the admins, who daily upload interesting, entertaining, and educational content. They freely express themselves to encourage customers to visit the coffee shop. This can certainly help customers find a coffee shop with a comfortable and peaceful atmosphere, which is only available at Caffe Cozy, or meetings can also be held there. Furthermore, criticism and suggestions can also receive a quick response from Caffe Cozy, from service to other aspects.

Some of the programs regularly held by Caffe Cozy and Eatery include:



Figure 1: Cafe Cozy and Eatery Giveaway Post
(Source: Instagram @cozy_coffeeandeatery)

Basically, a giveaway is an activity that involves giving gifts to others with certain conditions, each participant who takes part in the giveaway must fulfill the conditions proposed by the giveaway organizer, starting from enlivening a post to following the social media account. The post image above is a program celebrating our birthday Caffe Cozy ladder 12 October by holding a giveaway to its customers giving buy 1 get 1 coffee milk. In addition, this program is intended to maintain friendship with customers and enliven the birthday event

of coffe cozy, As for being disseminated through the Instagram account @cozy_coffeeandeatery in order to attract the number of followers, promote brands, brands, or companies, increase website traffic, and also increase brand awareness. With the existence of the giveaway program, it is able to increase marketing activities. Usually the general requirements for taking part in a giveaway are leaving a comment, sharing a post to a personal Instagram story, liking a post, tagging a friend, following a brand/company account and other requirements.

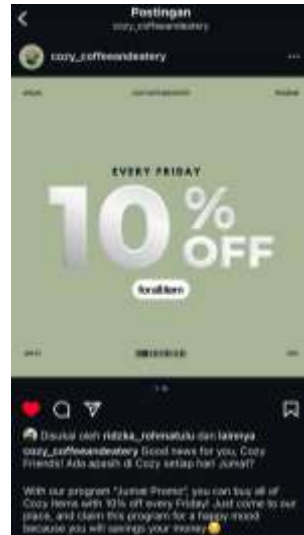


Figure 2: Friday Promo Post at Cafe Cozy and Eatery
(Source: Instagram @cozy_coffeeandeatery)

The image above shows a program from Caffe Cozy and Eatery, which offers a 10% discount on all menu items every Friday. A discount is a price reduction offered by a seller to a customer as a reward for a specific activity that is pleasing to the seller or business owner (Tjiptono: 2007). The 10% discount on all menu items every Friday is intended to be a major draw for customers and other audiences.

There are many forms of discounts, including, according to Kotler (2007):

1. Quantity Discount: This is a price reduction offered to encourage consumers to purchase larger quantities, thereby increasing overall sales volume. Furthermore, quantity discounts can also provide the benefit of lower unit costs due to large orders and product volumes.
2. Seasonal Discount: This is a price reduction offered only during certain periods.
3. Cash Discount: is a discount given if the buyer pays cash for the goods he has purchased or pays for them within a certain period of time in accordance with the transaction agreement.



Figure 3: 20% Off All Items at Cafe Cozy and Eatery (Source: Instagram @cozy_coffeeandeatery)

The image in the post, uploaded by Caffe Cozy on January 20, 2024, states that they accept orders for weddings, birthdays, meetings, gatherings, and other events, with a 20% discount on all menu items. For each menu, Cozy accepts orders for light snacks and main courses, depending on the customer's order. Offering promotional offers to customers for weddings, birthdays, meetings, gatherings, and other events can help brand the Caffe Cozy MSME and increase public awareness of the cafe.

Researchers concluded that the Instagram account @cozy_coffeeandeatery recognizes the importance of social media management, enabling it to serve as a platform for sharing information about its menus and products, as well as a platform for posting entertaining content to reach a wider audience. Furthermore, Instagram is easily accessible to everyone, allowing Caffe Cozy to effectively and efficiently convey information to the wider public.

In implementing The Circular Model of Some, the Instagram account @Cozy_coffeeandeatery has implemented effective social media management. The @Cozy_coffeeandeatery Instagram account implements the four aspects of The Circular Model of Some: Share, Optimize, Manage, and Engage. The @Cozy_coffeeandeatery social media management process serves as a platform for sharing information with consumers and also as a platform for promotion and branding Caffe Cozy more easily and efficiently.

Share Aspect

In this regard, communicators must have a strategy for using social media and the various media used to ensure effective and efficient communication. From the statement conveyed by Lutterel (2019:55), that the use of social media using the SOME Theory for social

media communication has a fundamental basis, in supporting the two-way symmetrical model of communication proposed by Grunning. The two-way communication model has good reciprocity. It can be seen from this image which is a post from the Instagram account @cozy_caffeandeatery in sharing content using the Instagram reels feature to entertain the general public.

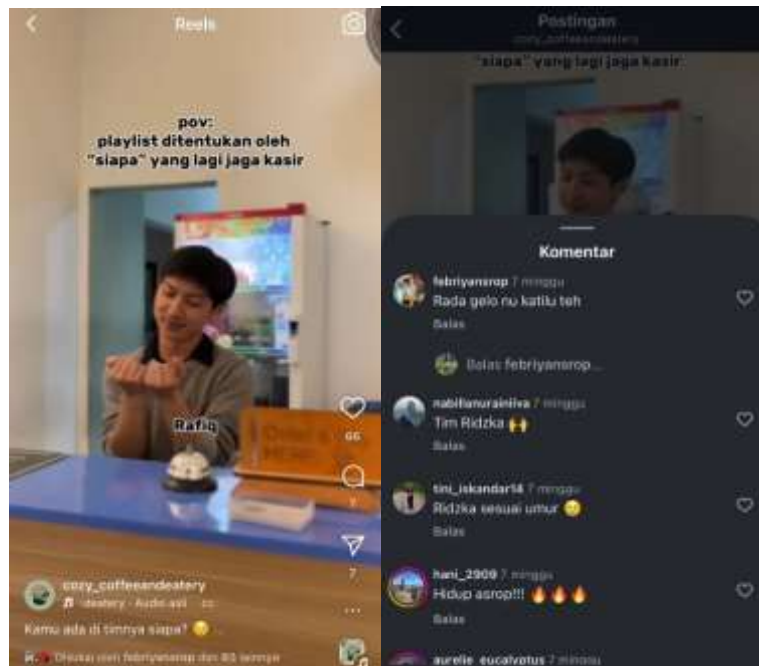


Figure 4: Reels Post Content from Cafe Cozy and Eatery
 (Source: Instagram Reels Post @cozy_caffeandeatery)

The post above was shared directly by the Admin of Caffe Cozy and Eatery on April 19, 2025. Caffe Cozy frequently uses the Instagram Reels feature to share its content. In this post, the content shared by the Caffe Cozy admin is related to entertainment content, so that this content can generate enthusiasm from customers or others who often provide comments or responses to the content disseminated through the Instagram Reels feature @cozy_caffeandeatery.

"...We always strive to create content that is always entertaining to attract customers to see more content. In addition, we also try to reply to chats from customers who comment on our posts, because having to send a private message to a WhatsApp number or chat via direct message (DM) may be too complicated for them. In the future, we hope that every content we upload through the Instagram Reels feature will be entertained by our content, hehe."

To avoid raising questions about the products uploaded, Caffe Cozy frequently posts about the products and menus available at the cafe. Furthermore, the cafe consistently creates aesthetically pleasing and Instagrammable coffee posts. With information related to the menu, entertainment content, and coffee-related content shared by the @cozy_caffeandeatery admin, consumers are now more aware of the menu and the content

frequently posted by Caffe Cozy and Eatery. Furthermore, this sharing model facilitates public understanding, as it is considered a more appropriate way to convey information or messages that benefit both parties.

At this stage, the @cozy_caffeandeatery Instagram account understands the importance of reciprocity and two-way communication, which is fundamental to the use of social media, including Instagram, with its many features. From this understanding, it can also be concluded that good communication between Caffe Cozy and Eatery and customers can provide valid confidence in the information provided by the admin and, of course, foster closer relationships between sellers and consumers. The information regarding the menu and content shared by the Caffe Cozy and Eatery admin certainly makes it easier for customers to access information uploaded through the @cozy_caffeandeatery Instagram account. This was expressed by Ms. Sofi Wulandari, Caffe Cozy's admin and content creator, who said:

"The @cozy_caffeandeatery Instagram account certainly makes things easier for our customers. It also makes it easier for us to build our brand within the wider community. As a team, we always strive to provide engaging content while still conveying information in a light, yet effective manner."

The @Cozy_caffeandeatery account certainly has a background in using social media to convey information, given its extensive reach. Loyal customers of Caffe Cozy are allowed to comment or ask any questions as long as they do not violate the rules. Shared posts can also disseminate information related to the menu or content shared via the Instagram Reels feature in a valid manner. This is considered positive and useful, making the information conveyed easily accepted by all levels of other customers. Similarly, Lutterel (2015:41) argues that social media can help people share information and socialize effectively and efficiently. The Share aspect is divided into three sections: Participants, Connect, and Build Trust:

Participants: In this stage, @Cozy_caffeandeatery invites its audience or customers to participate in the program, for example, by holding a giveaway every October 12th anniversary of the cafe. They also distribute invitations to their customers to attend the event, and also offer various discounts and merchandise at the event.

Connect: In this case, Caffe Cozy and Eatery has a wide network. They collaborate with several Instagram accounts to promote the cafe's brand, such as collaborating with the @folkbdg account. This can certainly have a positive impact on the @cozy_caffeandeatery account, as more people will become aware of the @cozy_caffeandeatery Instagram account. **Build Trust:** In this aspect, the Instagram account @Cozy_caffeandeatery builds trust with the public, one way being through live streaming and Q&A sessions with other customers regarding customer satisfaction. This will build trust and brand awareness among the wider community.

Optimization Aspect

The optimization stage is the second point in The Circular Model of Some Theory, which means optimizing the message you want to convey through social media. Lutterel explained that the optimization stage involves understanding what the public is talking about and requires the use of specific tools.

To find out what's being discussed on the Instagram account @Cozy_caffeandeatery, you can look at the hashtags consistently included in each post. These include #coffeshop, #cozy, #bandung, #coffeshopbandung, #eatery, and other hashtags, tailoring the content or posts you want to upload.

This can be seen in the posts uploaded by the account, as shown in the image below.

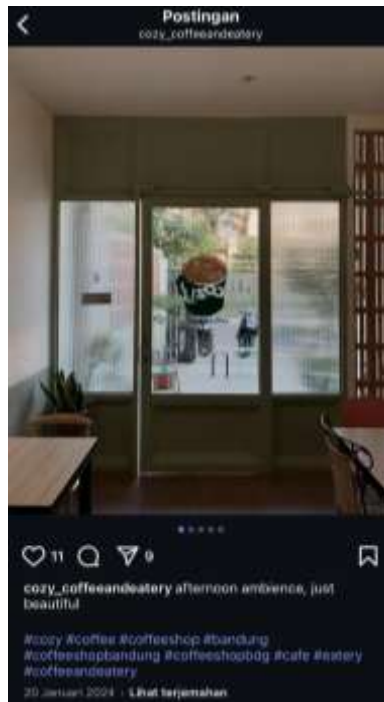


Image 5: Cafe Cozy and Eatery Posts Over a Year

(Source: Instagram account @cozy_caffeandeatery)

As can be seen from the post above, uploaded on January 20, 2024, the hashtags #cozy #coffee #coffeshopbdg #bandung are included so customers and admins can see what menus and content are being viewed by Cozy's fans and loyal customers.

To optimize the @cozy_caffeandeatery account, Mr. Ridzka, the owner, engaged several influencers and communities in Bandung to promote and brand the cafe. This can certainly attract the attention and interest of a wider community to visit the cozy cafe and eatery.

The Optimize aspect is divided into two parts: Listen & Learn and Take Part in Authentic Communication.

Listen & Learn: In this aspect, as stated by Mr. Ridzka, Owner of Caffe Cozy, he said: *'Honestly, we're still learning by doing. So, my team and I hope we can consistently provide the best service to Caffe Cozy customers everywhere. Hopefully, we'll always have innovative content so that people are even more entertained by the content we upload through the Reels feature on Instagram.'*

This proves that, as the owner of Caffe Cozy, we're always learning to provide the best service to our customers, always listening and responding to customer complaints about our methods, or the Caffe Cozy team receiving input from customers.

Take Part in Authentic Communication: In this aspect, Caffe Cozy and Eatery is required to engage in two-way communication, where customers become part of the conversation, and the conversations are conducted in real time, inviting customers to participate in discussions on forums or fan pages provided by Caffe Cozy and Eatery.

Management Aspect

The management aspect of The Circular Model of Some concept concerns how communicators manage social media effectively and appropriately. The Instagram account @Cozy_caffeandeatery is managed through uploading products, menus, and other content. The Instagram social media administrator frequently promotes its brand by uploading engaging and entertaining content through Instagram's Reels feature.

This is further reinforced by Mr. Ridzka, the owner of Caffe Cozy, who stated:

"We, the Caffe Cozy and Eatery team, regularly upload content to build our brand reach and entertain the public by presenting entertaining content uploaded through the Instagram Reels feature."

The management aspect is divided into three parts: Media Monitoring, Quick Response, and Real-Time Interaction:

Media Monitoring: In this aspect, the author has monitored social media, specifically the Instagram account owned by Caffe Cozy and Eatery. Since the beginning of the monitoring research until now, the Instagram account @cozy_caffeandeatery has uploaded 127 posts via the Instagram Reels feature from early September 2023 to June 2025. This is also in line with what Caffe Cozy owner, Mr. Ridzka, stated that the Caffe Cozy and Eatery social media team must always actively upload posts to Instagram every day, including reels, Instagram stories, product posts, and other engaging content. Quick Response: In this aspect, the Instagram account @cozy_caffeandeatery is fast-responsive in various ways, for example: replying to comments from customers on every post they upload. If it is still deemed not fast enough in responding to customers, Caffe Cozy provides a link that is directly connected to Whatsapp, so customers can directly ask about other products.

Real Time Interaction: In the aspect of real-time interaction, Caffe Cozy and Eatery, one of which is by utilizing the features provided by the Instagram application, namely with customers, conducting polls or creating QnA with customers, the aim is to be able to interact with their followers on Instagram so they can immediately provide feedback or provide direct answers at that time.

The Engage Aspect

The engage aspect involves social media management involving audiences and influencers, which is a key or crucial component and part of a social media strategy (Hajati Rizky et al., 2018:58). According to Luttrell (2019:55), this involves how the subject determines the audience, how to respond quickly to the public, and how to reach the target audience. The Instagram account @Cozy_caffeandeatery targets all levels of society, from young people to older people who frequent the cozy cafe.

The engage aspect, the next point, is how to respond to the public and build a good relationship with consumers. Based on the response from the owner of Caffe Cozy regarding providing a quick response via Instagram:

"As a coffee shop that isn't particularly busy, we always respond to every comment without delay. We also respond quickly to direct messages. If someone sends us a DM, we try our best to respond as quickly as possible. We also respond quickly to any other communication we receive."

Furthermore, the relationship between customers and Caffe Cozy and Eatery is already close to family, as the staff consistently creates a positive impression, especially for customers. Caffe Cozy also encourages customers to play futsal every Monday. This is certainly a source of pride for Caffe Cozy.

Caffe Cozy's target market includes almost all ages, from children to the elderly. Furthermore, Caffe Cozy continuously develops new innovations and continues to improve the quality of its coffee flavors, as well as fostering digital development by utilizing Instagram as a social media platform. Therefore, Caffe Cozy continues to strive to provide innovative content that entertains the public.

Caffe Cozy and Eatery's social media management significantly impacts customer response. The Instagram account @Cozy_caffeandeatery currently has 561 followers. This is due to Caffe Cozy and Eatery's excellent management, structured, innovative, and consistently engaging content. These qualities will continue to be improved and developed.

Social media management, particularly on the @Cozy_caffeandeatery Instagram account, will be more focused and structured, aligned with the desired goals. Therefore, targeting the target audience, Caffe Cozy's loyal customers, is a process that requires special attention and continuous development for optimal social media management.

The four aspects of The Circular Model of Some illustrate the social media management process carried out by the @Cozy_caffeandeatery Instagram account. In the process, these four aspects, when combined as a whole, will create a solid social media management system for the @Cozy_caffeandeatery Instagram account. It is hoped that the account will provide useful information to customers and the general public, and will become a trusted brand and coffee shop with increasing visitors.

CONCLUSION

Based on the findings of research and analysis conducted on the management of Instagram social media @cozy_caffeandeatery using The Circular Model of Some theory, it can be concluded that this account has implemented an effective digital communication strategy in building a corporate image. In terms of sharing, the @cozy_caffeandeatery account facilitates the formation of public understanding through the delivery of information that is efficient and useful for consumers. The posts shared are able to provide clear information about products and services, thus helping in marketing and branding Cozy Coffee & Eatery widely. Two-way communication between admins and customers is also well established, increasing public trust in the information shared. In terms of optimization, this account utilizes the use of hashtags such as #cozy, #coffeeshopbdg, #eatery, and #bandung to reach a wider audience

and be aware of emerging trends. In addition, collaboration with influencers or celebrities in the city of Bandung also strengthens the promotional strategy and expands the reach of content. In terms of management, the @cozy_caffeandeatery account demonstrates good social media management by consistently uploading content in the form of feeds, reels, and promotional videos that showcase the cafe's atmosphere, menu, and customer activities. Furthermore, in terms of engagement, this account actively builds engagement with the audience through direct interactions, such as replying to comments, holding quizzes, giveaways, and a 10% discount promotion program every Friday. These efforts strengthen the relationship between admins and customers, while increasing loyalty and the number of followers. Through continuous innovation in both product quality and content strategy, the @cozy_caffeandeatery account has succeeded in strengthening a positive image and increasing brand appeal among the public, especially on Instagram.

REFERENCES

- Andirwan, A., Asmilita, V., Zhafran, M., Syaiful, A., & Beddu, M. (2023). Strategi pemasaran digital: Inovasi untuk maksimalkan penjualan produk konsumen di era digital. *Jurnal Ilmiah Multidisiplin Amsir*, 2(1), 155-166.
- Anggraeni, D., Triany, N. A., Apriyanto, A., & Sutresna, A. (2025). *Komunikasi Korporat: Seni dan Strategi Membangun Citra Perusahaan*. PT. Sonpedia Publishing Indonesia.
- Anisa Rizkya. (2022). *Strategi Komunikasi Perusahaan Dalam Meningkatkan Brand Awareness*. Penelitian ini dilakukan oleh Anisa Rizkya.
- Annur CM. (2023). *databoks*. . *Indonesia Jadi Negara dengan Pengguna Instagram Terbanyak ke-4 di Dunia*. Available from: <https://databoks.katadata.co.id/teknologitelekomunikasi/statistik/16d2a8a4aaa0bc2/in-donesia-jadi-negara-dengan-pengguna-instagram-terbanyak-ke-4-di-dunia>
- Datareportal. (2024). *Statistik Media Sosial Global [Internet]*. Available from: https://datareportal-com.translate.goog/social-media/users?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc
- Devi Okta Prianti. (2020). *STRATEGI KOMUNIKASI PEMASARAN EVENT KICKFEST (Studi Pada PT Dyandra Promosindo Surabaya)*.
- Febby Annastya dan Agus Widiyarta. (2023). *Rebranding Sentra UKM MERR menjadi Surabaya Kriya Gallery: Strategi Dinas Koperasi Usaha Kecil Menengah Perdagangan*.
- Hardjana, A. A. (2008). Komunikasi dalam manajemen reputasi korporasi. *Jurnal ilmu komunikasi*, 5(1), 1-24.
- Hendryadi, et. al. (2019). *METODE PENELITIAN: Pedoman Penelitian Bisnis Dan Akademik*. Penerbit: Lembaga Pengembangan Manajemen dan Publikasi Imperium Bahasa Indonesia: 978-623-91482-0-1.
- Larasati, A., Tobing, F. B., & Anggraini, N. (2024). The Impact of Instagram Content Marketing and Brand Image on the Purchasing Choices of PT Anggie Rassy Andalan's Eyebrow Pencils. *Fundamental Management Journal*, 9(2), 26-48.
- Luttrell, K. I. gina. (2015). *.SosialMedia: BagaimanakeEnggae,MembagikanDanTerhubung*. London:Pendayung& Litlapangan tlefieldPenerbit.

- Luttrell, Regina. (2015). *Social Media*. London: Rowman & Littlefield. .
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan konten media sosial korporat pada instagram sebuah pusat perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1-9.
- Mahwati, S. K. (2024). Pengaruh digital marketing dalam strategi pemasaran global: A systematic literature review. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 23(2), 115-125.
- Miliani, A., Pramudita, S., Rosanti, R., Febriyanti, G., & Kartika, K. (2025). Corporate communication Sebagai Strategi Utama dalam Pengelolaan Citra Organisasi. *COMTE: Journal of Sociology Research and Education*, 1(6), 250-258.
- Mohammad Ribhul Azeem. (2018). *Strategi Humas Kementerian Koperasi dan Usaha Kecil dan Menengah Dalam Pengelolaan Jejaring Sosial*. .
- Moleong J, L. (2016). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya. .
- Moleong, L. J. (2006). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya. .
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya. .
- Noventa, C., Soraya, I., & Muntazah, A. (2023). Pemanfaatan media sosial Instagram buddyku sebagai sarana informasi terkini. *Jurnal Ilmu Komunikasi Dan Media Sosial (JKOMDIS)*, 3(3), 626-635.
- Randy Ich Santama. (2017). *Strategi Event Marketing Jalan Sehat Telkomsel 4g Lte Dalam Mempertahankan Loyalitas Pelanggan (Studi Kualitatif Deskriptif Terhadap Event Marketing Pt Telkomsel Di Kota Pasuruan Dan Mojokerto, Jawa Timur)*. .
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Sijoen AE, H. M. S. E. S. S. M. M. (2024). Pengaruh Iklan Media Sosial Instagram terhadap Minat Beli Masyarakat Pada E-Commerce. *J Inform Ekon Bisnis*. . 8(1), 149-153.
- Zuniananta, L. E. (2023). Penggunaan media sosial sebagai media komunikasi informasi di perpustakaan. *Jurnal Ilmu Perpustakaan*, 10(4), 37-42.