

SOCIAL MEDIA MARKETING STRATEGY OF LITTLE QUOKKA PUBLISHER DURING THE COVID-19 PANDEMIC

Nabilla Anasty Fahzaria
Universitas Islam Bandung
fahzaria22@gmail.com

Kiki Zakiah
Universitas Islam Bandung
kikizakiahdarmawan@gmail.com

Abstract

Book stores closings and restrictions on public space capacity caused publisher revenues to decline by up to 70%. One new publisher from Bandung named Little Quokka Publisher utilizes social media marketing strategy in marketing their children's book products. This article discusses how Little Quokka Publisher carries out a social media marketing strategy by maximizing Instagram content production to increase product sales in difficult times and successfully market their products. This research used a qualitative descriptive research method through interviews with the Little Quokka publisher team to uncover the four principal pillars of social media marketing. The results show that publishers take advantage of marketing book products through social media by paying attention to several unique strategies that are applied in creating content such as humanistic, creative, and relatable. In addition, in digital content marketing, the team tries to get to know products, doing content research, and be social.

Keywords: *Covid-19; Instagram; Publisher; Social Media Marketing.*

Introduction

Since the first semester of 2020, the Covid-19 pandemic has enveloped us all. This epidemic has contributed to the acute global social and economic crisis so recovery to survive in a new way is important (Fabeil et al., 2020). This crisis is not only experienced by large companies

but also by small companies that are still new and in the process of developing. The process faced by small and medium business fighters and start-up companies has been hampered and many have even stopped due to losses experienced during the outbreak.

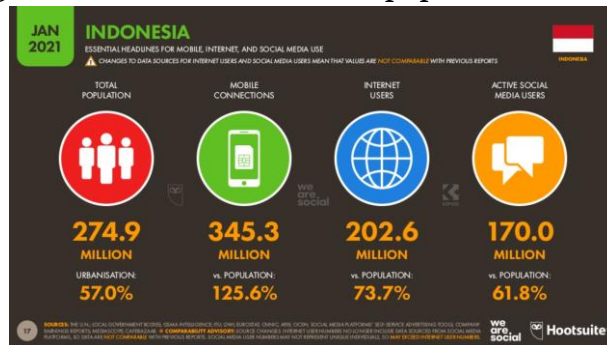
Meanwhile, the prolonged Covid-19 pandemic has also had an impact on the publishing industry both major and minor (indie) throughout Indonesia. Publishing itself is an industry engaged in the publication of printed results with the aim of disseminating knowledge in general. In practice, publishing is an industry that cannot be separated from printing. Until now, the number of publishers in Indonesia registered in the IKAPI (Indonesian Publisher Association) is 686 publishers (Ramdani, 2019). About 100 of them are textbook publishers, 120 are Islamic book publishers, and the rest are general book publishers.

The working systems of major and indie publishers are very different. If major publishers emphasize income on a royalty basis, indie publishers will use the print-on-demand system (Anggraini, 2020). Apart from the presence of a viral epidemic and quite a lot of competition for publishers in Indonesia, there are various challenges that the book publishing industry is currently facing. One of the biggest challenges affecting book sales in Indonesia is the widespread use of the internet which also affects the reading culture of Indonesian society (Puspita & Irwansyah, 2018).

Along with the progress of the times, the development of technology, information, and communication transformations is growing rapidly. With the sophistication of information and technology today, humans can meet their information needs (Kholit & Nastain, 2021). Based on data obtained by Untari & Fajariana (2018), in 2018 active smartphone users in Indonesia reached 100 million people, making Indonesia the fourth country with the most smartphone users in the world after China, India, and the United States. This indicates that now the use of smartphones has become part of the Indonesian lifestyle.

In this world, the survey that was conducted by We Are Social (2021) notes that out of 7,83 billion people worldwide, around 5.22 billion people are using mobile phone, around 4.66 billion people are the internet users, and 4.20 billion are active social media users. It is not

impossible if active internet and social media users will continue to increase along with the number of human populations on earth.



Picture 1. Percentage Of Mobile Connection, Internet Users, and Social Media Users in The Adult Population in Indonesia
(Source: We Are Social, 2021)

With the widespread use of smartphones by various groups, now various social media platforms are widely used by humans so that they can connect and establish virtual social interactions. With a large number of social media users in Indonesia and around the world, now social media is a new trend in digital marketing. The top five social media used by SMEs are Instagram, Facebook, Twitter, Whatsapp, and BBM (Ardiansyah & Maharani, 2021).

Social media is a combination of the concepts of sociology and technology as well as information democracy that changes the habit of humans to consume content to become content creators (Vernia, 2017). collaborating on various aspects of life such as politics, culture, society, and also business. This is one of the causes of the shift from offline marketing to online marketing and has helped change people's shopping habits.

During the product marketing competition era and also the pandemic, a company needs a special strategy so that its efforts can be right on target. Implementing communication with diverse and unique target consumers requires separate planning and strategies (Herianto & Irwansyah, 2019). Strategy is the effort to show where we want to be and how to get there (Prayitno & Harjanto, 2021). The strategy itself is an overall approach that is concerned with implementing ideas, planning,

and executing an activity within a certain period. Marketing strategies can help entrepreneurs decide which marketing paths their company will take according to their wishes and expectations.

Communication is an activity that cannot be separated from human life, one of which is in marketing activities. Barry Callen (2010) defines marketing communication as anything the entire organization does to influence customer behavior or perceptions (Panuju, 2019). In line with Barry, another definition states that marketing communication means to inform and remind customers directly or indirectly about the brand or product being sold. (Firmansyah, 2020). Marketing communication is an important thing that must be done as a form of interaction between sellers and customers so that customers can recognize and consume products or services from the seller.

At the time of the outbreak, various types of businesses flocked to digital marketing, one of which was book publishers. Digital marketing is a way for marketers to be able to master the three components of consumers, namely the heart, mind, and spirit based on the internet (Kusuma & Sugandi, 2019). In addition, digital marketing can be interpreted as marketing activities carried out to inform, persuade, and remind consumers about the products and services offered through digital media, one of which is social media (Miladiah & Riyanto, 2020).

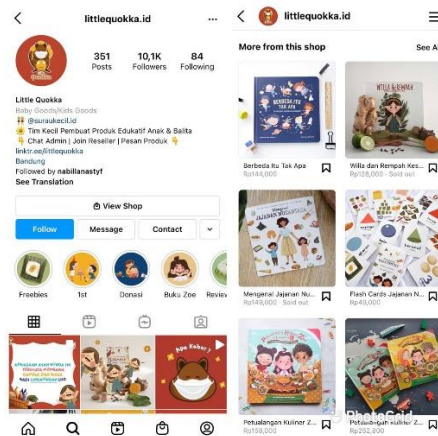
Social Media Marketing (SMM) is a term to describe marketing that is done through social media platforms. SMM involves methods related to direct and indirect marketing to stimulate consumer awareness of a product or service that utilizes the characteristics of a virtual society to achieve strategic marketing goals (Fahmi et al., 2019). If digital marketing is marketing through the internet, specifically social media marketing is a series of processes that involve the use of social media, creators of advertising content, creative messages, and target consumers (Suryono et al., 2020). By marketing through social media, companies can reach consumers on an effective, adjustable budget, and in a short time (Manurung et al., 2020).

Currently, one of the popular social media that is often used by entrepreneurs to market their products is Instagram. In general, Instagram is a social media that uses the photo and video upload feature. More completely, Instagram is equipped with Instagram business features

that are useful for marketing products to Instagram users of productive age, namely adolescents aged 18 to 25 years. Ardiansyah & Maharani (2021) noted that features on Instagram include business pages (Instagram business), advertisements (Instagram Ads), photo and video editing features, various filter options to enhance photos and videos. In addition, another advantage of Instagram is that it can integrate with other social media, such as Facebook and Twitter.

By seeing all kinds of limitations and challenges that existed during the Covid-19 pandemic in the publishing industry business, one publisher in Bandung named Little Quokka was here to see all the opportunities that existed. After the director, Mr. Hamzah Reevi decided to leave the office where he worked at the beginning of the pandemic (April 2020), he spent a lot of time with his family. To be precise, the idea came out when Mr. Reevi had difficulty distinguishing between spices in the kitchen which made him and his wife create children's educational products about spices with the chosen medium, books. Little Quokka's debut book, "Willa & Rempah Kesayangan Ibu", sold more than 5,500 copies. Since then, Little Quokka has continued to produce children's books to this day.

Little Quokka is a publisher under PT *Mangsi Loka Nusantara* which was founded in April 2020 with a focus on publishing children's books that emphasize creative educational products for children and toddlers aged one to eight years. The distinctive feature of its products is that it raises local themes by taking a unique concept and international standard product quality. Until now, this publisher has published several books including the title: "*Mengenal Jajanan Nusantara*", "*Willa & Rempah Kesayangan Ibu*", "*Berbeda Itu Tak Apa*", and "*Petualangan Kuliner Zoo di Indonesia*".



Picture 2. Little Quokka Publisher's Instagram Profile and Children's Book Products
(Source: Instagram @littlequokka.id, 2021)

The novelty of this research includes analyzing social media marketing in the contemporary publishing industry, where similar research mostly focuses on the food and retail industries. Therefore, research on social media marketing strategy through Instagram content by Little Quokka Publisher in marketing their products can be useful for opportunity seekers in the business sector of the publishing industry or other business industries.

Research Method

This research entitled “Social Media Marketing Strategy of Little Quokka Publisher During the Covid-19 Pandemic” uses descriptive qualitative research methods. Research using descriptive methods is research that is carried out by the process of finding a fact by making the right interpretation (Moleong, 2013). Meanwhile, qualitative research is research that aims to create, expand, and strengthen theory by observing, interacting with humans and their environment to reveal unique and rich research results (Rakhmat & Ibrahim, 2016). So research using qualitative descriptive methods is procedural research to produce descriptive data in the form of words both in writing and orally from sources or observable behavior and making appropriate interpretations of the data that has been obtained.

This research tries to look at social marketing based on the four basic pillars of social media marketing: (1) reading, which is trying to do as much research or information as possible based on the business being carried out, (2) creating, which is creating creative content, (3) spreading, which is publishing creative content on various social media platforms, and (4) discussion, which is maintaining relationships with consumers (Priansa, 2017).

This research uses data collection techniques in the form of in-depth interviews conducted with the first resource person, The Director of PT *Mangsi Loka Nusantara*, and The Founder of Little Quokka Publisher, Mr. Hamzah Reeve. In addition, in-depth interviews were also conducted with the second resource person, namely Ms. Fakhrunnisa Khanifa as Social Media Specialist Instagram @littlequokka.id. The data that has been obtained are then collected and analyzed. Data analysis technique is the process of finding and systematically arranging data that has been previously obtained, then combined to form a conclusion that can be understood by oneself and others (Sugiyono, 2017). The data presented in this study are data obtained from interviews with sources who are then collected, reduced, presented, and concluded according to the context of the study.

Result and Discussion

In this pandemic era, various types of business industries have suffered losses, even death, including the book publishing industry. According to the article that was written by Arigi (2020) on media portal nasional.tempo.co, At the start of the pandemic, 61 Gramedia book stores were closed, which affected the sales of book publishers significantly, namely 40% to 70%. Moreover, the government policy that implements restrictions on the capacity of public places and curfews makes people less likely to visit public places. Turning a book into an e-book also requires a long, complex process.

With the challenges of a pandemic that is quite difficult, Little Quokka Publisher was formed during the difficult situation so that it can launch quality books for children that have sold thousands of copies. This

proves that when human creative ideas are maximally utilized, they can create opportunities in impossible situations.

Optimizing the Use of Instagram as a Digital Marketing Communication Tool

The trend of doing business by using social media Instagram re-emerged at the beginning of the pandemic. Especially with Instagram's policy that facilitates anyone to do business and advertise their products on Instagram, making it easy for anyone to develop their business. An example is Little Quokka Publisher which focuses on selling children's books.

We have interviewed Mr. Hamzah Reevi, as the Director of PT *Mangsi Loka Nusantara* and the founder of Little Quokka Publisher. Together with his wife, he then expanded his book products with other themes and implemented a digital marketing communication strategy carried out on the Instagram digital platform. The reason Little Quokka Publisher chose this platform as the main promotional tool for Little Quokka Publisher's products is because it fits the habits of their consumers who are active on this platform.

Optimization is a process to achieve ideal results. In order to market their products, Little Quokka Publisher takes advantage of all existing Instagram Business features as a form of marketing to achieve targeted product sales. Optimization through Instagram of course requires a special strategy because companies will be dealing with social media features and must think about how to use them so that the results obtained can be optimal.

In general, the marketing strategy that Little Quokka Publisher does through Instagram is by creating a content publication timeline, determining the right theme, and the right hashtags according to the product being promoted. Determining the timeline for content publication on Instagram is important in marketing because it will determine the effectiveness of content. Social media users spend less time accessing social media in the morning and evening and most interact on social media in the afternoon and evening (Wahid & Wadud, 2020).

In addition, Little Quokka Publisher also utilizes Facebook Ads and Instagram Ads (Instagram has been acquired by Facebook so that it is connected to each other). Basically, the way to activate an Instagram Business account is by syncing your Instagram account with the Facebook Page. When it becomes a business account, the Instagram account owner can set a budget for advertising, set the target market according to gender, age, domicile, and audience interests. With the convenience offered, then the account owner who advertises their products using Instagram Ads can control and re-evaluate the ads that have been made to be studied and improved in the next ad sessions.

To optimize the performance of Instagram, Little Quokka Publisher connects the Instagram page to their official website for easy access to information and purchases by customers. Website is the main information portal in terms of shaping lifestyle changes (Yusriana et al., 2021).



Picture 3. Little Quokka Publisher's Homepage Website
(Source: littlequokka.id, 2021)

The site is one of the other important media in marketing a product. Apart from being a form of catalog introduction, the site is a reference place for potential buyers to convince themselves of the product

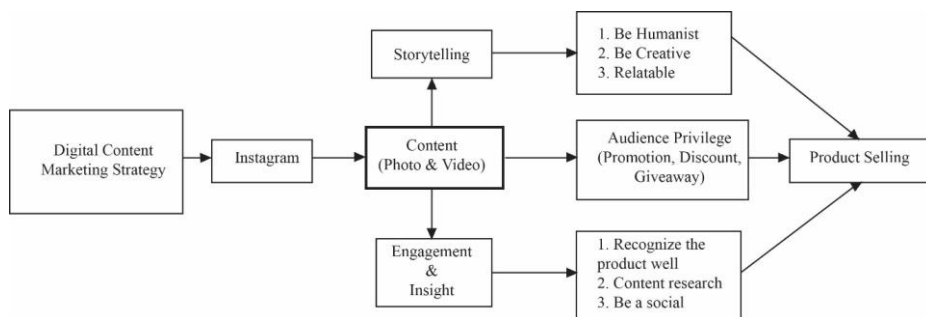
they will buy by looking for detailed information through the site concerned. Not just an ordinary site, a site also needs to be connected with easy access to communication such as Whatsapp and chat applications with online admins.

However, not all social media platforms are utilized by Little Quokka Publisher. Mr. Reevi explained that his party did not use the TikTok platform and played Ads there even though the algorithms produced by TikTok were extraordinarily sophisticated. This is because TikTok is not related to the consumer habits of Little Quokka Publisher, so it does not intend to use the platform.

Little Quokka Publisher's Instagram Digital Content Marketing Strategy

Basically, digital content marketing is a marketing activity that is carried out by maximizing the quality and creativity of content in order to increase audience interest in a product. Content can be distributed through various social media platforms such as Instagram, YouTube, Twitter and others. Content is also a key part of the process of introducing a product to audiences with the ultimate goal of selling the product to consumers. To create a quality promotional content, a special strategy is needed to attract interest and create engagement and insight from the audience.

After conducting an interview with Ms. Fakhrunnisa Khanifa as a Social Media Specialist for Little Quokka Publisher, the researchers found a model of a digital marketing communication strategy by maximizing the potential of the content created to increase sales of children's book products. The model is illustrated by the following chart.



Picture 4. Little Quokka's Publisher Instagram Digital Content Marketing Strategy Model

(Source: transcript of interview with Little Quokka Publisher team, 2021)

From the model above, it can be seen that Little Quokka Publisher makes use of two main features of Instagram, namely photos and videos. Photo content can be single slide, multiple slides, or Instagram Story uploads. Meanwhile, video content can be in the form of regular uploads, IGTV, or Instagram Story. Little Quokka Publisher also take advantage of the Live IG feature to communicate with their authors and answer audience questions about book launches.

Photo content on Little Quokka Instagram usually displays children's book products that are marketed supported by illustrations of figures in illustrator-created books. In addition, many multi slides photo content was created for book details, snippets of book content, and other relevant themes in book promotion. Most of the video content shows an outline of the book reviews. The choice of colors chosen to color the content uses more soft and cheerful colors. The color selection is adjusted to the character of the audience which is closely related to the world of children.

Because Little Quokka Publisher is a children's book publisher, creating creative content that tells stories is the main key so that the book products sold can attract potential buyers, namely young parents. Content that can tells stories is one of the characteristics of content that will leave an impression on the hearts of the audience. Research suggests that the information conveyed by telling a story can be remembered 22 times more than any other type of information (Rodriquez, 2020). Ms. Khanifa explained that one of the ultimate goals of the content strategy is interaction.

“Our strategy is to build humanist interactions, implement creative ideas with a relatable and appropriate language style. Its purpose is to convey the strong message of the book or product. So that the public feels at home because it is like finding a "home" to find their needs.”

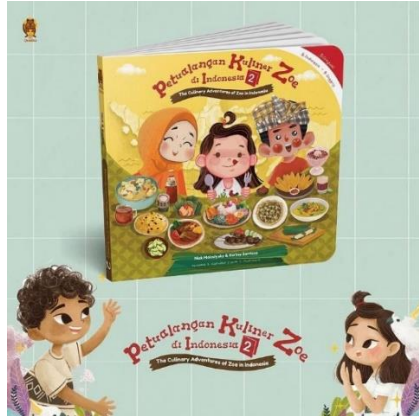
The storytelling technique in creative content is a challenge for content creators because it requires unusual special skills and creativity. In addition, to create content, it is not only good visually, but must be able to adjust to the target market, both from language, delivery, color selection, and other important things so that the message you want to convey can be well received. In today's era, consumers will be attracted to products that can stimulate their imagination (Kim, 2020).

In addition, not only do you use storytelling techniques in creating photo and video content, but also apply storytelling techniques to copywriting. Implementing product promotions using copywriting techniques will have more value compared to products that are promoted just plain (Wardiani et al., 2020). The four things to remember about copywriting are: (1) copywriting is about selling; (2) focus on the audience; (3) Good things come from small packages; (3) most people do not have good experience and skills in doing copywriting (Maslen, 2019).

In Instagram, uploaded content can take advantage of the captions feature to write copy that supports uploading photo and video content. The choice of language style is adjusted to the target audience so that the message to be conveyed can be accepted and arouse the audience's desire to buy the product. Apart from an inspiring copywriting series, captions can also be accompanied by a variety of appropriate emoticons to make it even more interesting. At the end, the captions will be accompanied by an appropriate hashtag to mark the post.

"To create humane social interactions with audiences, we must seek and treat audiences like friends of the same heart. If you already feel connected, the social relationships will be fun."

With the complexity above, it shows that communication is a unique art process. It takes special skills in assembling words to create a touching story. By positioning the audience as humans and treating them as humans, the storytelling technique that is carried out will be more memorable and become a collection of memories by the audience.



Picture 5. Creative Content of Little Quokka Publisher's Instagram
(Source: Instagram @littlequokka.id, 2021)

Apart from storytelling techniques in creating content to convey messages, the goal of other digital content marketing is to increase engagement and insight. Customer engagement is a fundamental thing that is valuable for the company because it directly affects the company, the intention and behavior of prospective buyers, and word of mouth promotion (de Oliveira Santini et al., 2020). So that engagement is important in assessing feedback from audiences.

Meanwhile, insight is an Instagram feature in the form of an analytical tool to view information related to content, such as audience (gender, domicile, and age), viewing followers' access times to uploaded content, and viewing audience visits to Instagram profiles or websites. These insights can be useful in evaluating content so that deficiencies can be corrected later. Good insights are insights that show a high number of audiences visits to Instagram profiles or sites.

To maximize Instagram engagement and insights, companies must implement other strategies in creating content. Ms. Khanifa explained that several things to improve the two things can be done in several ways.

“Recognizing the product, aims to inspire when presenting or socializing the product to the public. Content research, to maintain content distinctiveness and originality. Interacting with followers, social media is a place to socialize - so be a social.”

Sometimes, as entrepreneurs we only focus on one thing but forget the main essence of social media activities is to socialize. The importance of maintaining good social relationships with product resellers and end consumers will benefit the company in the short and long term. An example of establishing this interaction is by answering messages that come in via Instagram Direct Message. In addition, building good communication is also a form of service in overcoming complaints from customers, suggestions, and responding to public appreciation.



Picture 6. The Example of Promotion Content at Little Quokka Publisher's Instagram

(Source: Instagram @littlequokka.id, 2021)

Not only with prospective buyers, the publisher must also maintain the good relationships that have been established with previous buyers. This is done by providing the maximum possible service by making consumers as discussion partners and appreciating each other. When making consumers as discussion partners, a long-lasting good relationship will be created that will be useful in fostering trust among buyers who have bought the publisher's product.

In addition, giving the audience privileges to customers can be one way to maintain good relations with consumers and resellers of book products. These special rights include: (1) promotions, (2) discounts, and (3) giveaways. Promotions can be prices, certain bonus items. Discounts are usually applied in the pre-order period at a substantial discount. Meanwhile, giveaway is a free product gift to Instagram followers in a

certain context. The three forms of privileges given by publishers are a form of appreciation to consumers while at the same time remaining as a tool for interaction and in order to increase engagement and insight from content. This has proven to be effective in maintaining relationships with Little Quokka Publisher's Instagram followers.

Of the various strategies that have been implemented by Little Quokka Publisher above, this publisher, which has not yet been established for a year, was able to survive and compete with other publishers during the pandemic, even though Little Quokka Publisher still feel the difficulty of marketing their products in the midst of this outbreak. Mr. Reeve said that:

“I think whatever the company or the product, in these difficult times the opportunities and challenges are almost the same. All business lines inevitably press the refresh button, so that all business workers get ready on the same starting line. We just need to manage a good relationship with a reseller network that has been established and continues to grow every day.”

This statement proves that both the new company and the old company will start everything at the same starting point in the face of a pandemic. Newly established companies and companies that have been established for a long time may experience losses, but the stage of determining the strategy starts from the first step together. Both major book publishers and indie publishers are both trying to find new strategies and opportunities to market their products during the outbreak in order to survive.

Based on the research findings above, it shows that the four pillars of social media marketing have been carried out by Little Quokka Publishers in communicating their book products on social media during the pandemic period, which is:

1. Reading

Publishers have done research by looking at the environment around them to determine the types of books that are suitable to be created during the Covid-19 Covid. In addition, publishers make sluggish business hurdles a vigorous challenge to grow the business.

2. Creating

Publishers carry out a series of creative processes to create the content needed to publish their products on Instagram and the site, as previously described.

3. Spreading

Publishers also regularly distribute creative content on various social media platforms which they use to carry out digital promotions to reach more audiences.

4. Discussion

Not only selling, but Little Quokka Publisher also interact and fully understand that social media is a medium for socializing with other people. So, the discussions that are created can be humanist, interactive, and two-way communication.

Little Quokka Publisher was founded due to the accident of its founder, Mr. Hamzah Reevi, and from the start his party did not have high expectations and long-term plans. Now, Little Quokka Publisher will continue to spread its wings with nine team members and prepare several short and long-term plans.

Conclusion

The Covid-19 pandemic has sluggish various lines of business. All types of companies are starting from scratch and determining remarketing communication strategies according to current conditions. The various kinds of business challenges that exist will overwhelm entrepreneurs and the perspectives generated by the mentality of true entrepreneurs will regard them as opportunities, including Little Quokka Publisher which was founded in a pandemic era and is an example of the success of existing business opportunities.

During the pandemic, all businesses are transforming from conventional to online. During this period, people are more connected to the internet and the intensity of the use of social media is increasing. One of the social media that is used as a business field is Instagram which is now equipped with the Instagram Business feature which makes it easier for business workers to promote and monitor audience activity on their promotional content.

Instagram content is used as a digital marketing communication strategy by Little Quokka Publisher in marketing their products. In communication, Instagram content is a message to be conveyed from the communicator to the communicant. Little Quokka Publisher tries to optimize the use of Instagram's features in creating quality photo and video content with storytelling techniques by being humanist, creative, and creating content that is able to connect with the general audience.

Meanwhile, Instagram content is used to increase engagement and insight from the audience as a form of data research and marketing for Little Quokka Publisher. For that, creating content is done by recognizing the products to be marketed first. To create creative content, content research is needed as material to enrich the insights of content creators. In addition, the most important concept in utilizing social media as a product marketing medium is "be a social". Because of its essence, social media was created as a place to socialize.

Social media marketing tries to take advantage of the characteristics of the virtual community in the social media which they occupy as a marketing medium by utilizing creative content. Thus, the use of Instagram content and other social platforms as a form of social media marketing strategy by companies can be maximized as a means of interaction between companies and consumers during the pandemic. The transformation of people's lifestyles from conventional to digital era during a pandemic can provide a million benefits for startups to socialize and gain profit. This can be achieved when companies are able to optimize the use of social media. Similar research on social media marketing strategies in companies can be developed by looking at similar but different strategies from utilizing social media.

Bibliography

- Anggraini, I. (2020). *Mekanisme Survival Penerbit Indie Dalam Menghadapi Persaingan Dunia Penerbitan Di Kota Yogyakarta* [Universitas Airlangga]. <http://repository.unair.ac.id/100679/>
- Ardiansyah, I., & Maharani, A. (2021). *Optimalisasi Instagram Sebagai Media Marketing*. Bandung: CV Cendekia Press.
- Arigi, F. (2020). Penjualan Buku Turun saat Covid-19, Pegiat Literasi Surati Jokowi. *Nasional.Tempo.Co.*

- <https://nasional.tempo.co/read/1336395/penjualan-buku-turun-saat-covid-19-pegiat-literasi-surati-jokowi/full&view=ok> // (date access: 3 August 2021 at 16.32 WIB)
- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6), 1211–1228. <https://doi.org/10.1007/s11747-020-00731-5>
- Fabeil, N. F., Pazim, K. H., & Langgat, J. (2020). The Impact of Covid-19 Pandemic Crisis on Micro-Enterprises: Entrepreneurs' Perspective on Business Continuity and Recovery Strategy. *Journal of Economics and Business*, 3(2). <https://doi.org/10.31014/aior.1992.03.02.241>
- Fahmi, M., Arif, M., Farisi, S., & Purnama, N. I. (2019). Peran Brand Image dalam Memediasi Pengaruh Social Media Marketing terhadap Repeat Purchase pada Fast-Food Restaurant di Kota Medan. *Jurnal Samudra Ekonomi Dan Bisnis*, 11(1), 53–68. <https://doi.org/10.33059/jseb.v11i1.1722>
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. Pasuruan: CV Penerbit Qiara Media.
- Herianto, Y. W., & Irwansyah. (2019). Event Carnival sebagai Media Komunikasi Pemasaran : Studi Kasus di SMA PKP JIS. *MediaTor*, 12(1), 15–26. doi: <https://doi.org/10.29313/mediator.v12i1.4281>
- Kholit, N. J., & Nastain, M. (2021). Mapping of data communication networks on social media. *INJECT (Interdisciplinary Journal of Communication)*, 5(2), 143–162. <https://doi.org/10.18326/inject.v5i2.143-162>
- Kim, J. (2020). Storytelling Marketing Strategy based on Utopian Value. *International Journal of Advanced Culture Technology*, 8(3), 38–44.
- Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18. <https://doi.org/10.24198/jmk.v3i1.12963>
- Manurung, G. V., Manurung, G. V., & Marta, R. F. (2020). Optimization Instagram Content as @ gokampusofficial Brand Communication Medium. *MediaTor*, 13(2), 203–216. doi: <https://doi.org/10.29313/mediator.v13i2.6402>
- Maslen, A. (2019). *Write to Sell: The Ultimate Guide to Copywriting*.

- Singapore: Marshall Cavendish Business.
- Miladiah, A. F., & Riyanto, & S. (2020). Pemanfaatan Media Sosial Instagram dalam Pemasaran Sayuran oleh Sayurkita.Mlg Saat Masa Pandemi Covid-19. *Jurnal Indonesia Sosial Sains*, 1, 172–179. <https://jiss.publikasiindonesia.id/index.php/jiss/article/view/24>
- Moleong, L. J. (2013). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Panuju, R. (2019). *Komunikasi Pemasaran: Pemasaran Sebagai Gejala Komunikasi, Komunikasi Sebagai Strategi Pemasaran*. Jakarta: Penerbit Kencana.
- Prayitno, S., & Harjanto, R. (2021). *Manajemen Komunikasi Pemasaran Terpadu*. Jakarta: Rajawali Pers.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. CV Pustaka Setia
- Puspita, G. A., & Irwansyah. (2018). Pergeseran Budaya Baca dan Perkembangan Industri Penerbitan Buku di Indonesia: Studi Kasus Pembaca E-Book Melalui Aplikasi iPusnas. *Jurnal Kajian Perpustakaan Dan Informasi BIBLIOTIKA: Jurnal Kajian Perpustakaan Dan Informasi*, 2(1), 13–20. doi: <http://dx.doi.org/10.17977/um008v2i12018p013>
- Rakhmat, J., & Ibrahim, I. S. (2016). *Metode Penelitian Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Ramdani, G. (2019). *Penerbitan*. Bogor: IPB Press.
- Rodriquez, M. (2020). *Brand Storytelling: Put Customers at the Heart of Your Brand Story*. Great Britain & The United States: Kogan Page Limited.
- Social, W. A. (2021). *Digital 2021: The Latest Insights Into The “State of Digital.”* <https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital> // (date access: 27 July 2021 at 11.04 WIB)
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- Suryono, J., Rahayu, N. T., Asturi, P. I., & Widarwati, N. T. (2020). Successful Social Media Advertising Activities for Micro , Small and Medium Enterprises. *MediaTor*, 13(1), 108–117. doi: <https://doi.org/10.29313/mediator.v13i1.5782>

- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). *Widya Cipta - Jurnal Sekretari Dan Manajemen*, 2(2), 271–278. doi: <https://doi.org/10.31294/widyacipta.v2i2.4387>
- Vernia, D. M. (2017). *Optimalisasi Media Sosial Sebagai Sarana Promosi Bisnis Online Bagi Ibu RUMah Tangga Untuk Meningkatkan Perekonomian Keluarga*. 1(2), 105–118. doi: <https://doi.org/10.30599/utility.v1i2.71>
- Wahid, R. M., & Wadud, M. (2020). Social Media Marketing on Instagram: When is The Most Effective Posting Timing? *EPRA International Journal of Multidisciplinary Research (IJMR)-Peer Reviewed Journal*, 2, 312–321. <https://doi.org/10.36713/epra2013>
- Wardiani, W., Iskandar, T. P., Anisyahrini, R., Tresnawati, Y. S., Taruna, K., & Sosial, M. (2020). Pengembangan Promosi Wisata Melalui Copywriting di Media Sosial oleh Karang Taruna Desa Warnasari Kecamatan Pangalengan Kabupaten Bandung. *Community Development Journal*, 1(3), 233–239. doi: <https://doi.org/10.31004/cdj.v1i3.936>
- Yusriana, A., Pratiwi, M. R., & Mardiana, L. (2021). The website content as positioning strategy of the university in indonesia. *INJECT (Interdisciplinary Journal of Communication)*, 5(2), 163–180. <https://doi.org/10.18326/inject.v5i2.163-180>