



Social Media Marketing Strategy Through Instagram At Hotel Santika Bengkulu

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How to Cite :

Wiryadhana, D., Soleh, A., Sachanovrissa, S. (2024). Social Media Marketing Strategy Through Instagram At Hotel Santika Bengkulu. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(3). doi: <https://doi.org/10.37676/ekombis.v12i3>

ARTICLE HISTORY

Received [03 Mei 2024]

Revised [28 June 2024]

Accepted [12 July 2024]

KEYWORDS

Marketing Strategy, Social Media, Social Media Marketing, Instagram

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ABSTRACT

The development of marketing through social media is increasing rapidly and has become a trend and necessity in the present. Hotel Santika Bengkulu uses social media marketing as the main means to interact, communicate, promote products & services and build brand image to its target consumers. This study aims to determine the application of social media marketing strategies Instagram by analyzing 4 indicators of social media influence as a marketing method and to find out whether the strategy is running well and meets the objectives. The research method is descriptive qualitative approach uses theoretical studies, observations, interview and questionnaires whose results are analyzed by triangulation method. The study results revealed that Hotel Santika Bengkulu has carried out social media marketing activities to a general audience where in Context all the criteria have been carried out and running well, it needs to be improved in the aspects of strategic planning and action plans. In Communication, it has been done, only efforts need to be made to maximize the features on Instagram. In the Collaboration, the efforts made are on track to increase collaboration from followers. In Connection, it is necessary to increase the frequency and uploads concept that are more appealing to improve relationships with users and followers. From the achievement of the objectives of implementing Instagram for specific consumers, it focuses more on brand awareness aspects and still needs improvement in the aspects of engagement, customer service and lead generation .

INTRODUCTION

Since internet technology developed rapidly in the 1990s, it has led to major changes in life and the world economy. The development of information and communication technology is one of the platforms for a business to introduce and sell products or services to consumers through

internet media. Currently, with the number of internet users in the world totaling 5.16 billion and in Indonesia as many as 212.9 million from January 2023 data (<https://wearesocial.com>), the role of the internet is very broadly developed in addition to being a source of information, communication and transactions, it also functions as a marketing medium. With the development of the marketing world today, every business should be able to adjust, adapt and innovate to win the competition and achieve its goals.

Marketing by utilizing internet media is called internet marketing or e-marketing. The existence of internet technology will help make it easier to find information, communicate without limits and distances and make direct transactions. Digital marketing and social media are a form of direct marketing using digital marketing tools such as Web sites, online videos, e-mail, blogs, social media, mobile applications and other digital platforms to directly engage consumers anywhere, anytime through computers, smart phones, tablets and TVs with an Internet connection. World social media users from January 2023 data are 4.76 billion and in Indonesia as many as 167 million (<https://wearesocial.com>) is a very large target market. Social Media Marketing is a marketing approach that uses social media platforms as the main means to interact, communicate and promote products or services to audiences and to build a brand image by a company.

The condition of the occupancy rate and hotel competition which is quite tight in Bengkulu City requires the management of Santika Bengkulu Hotel to be able to determine good social media planning and strategy in order to survive and develop in the face of competition. The marketing strategy by Hotel Santika Bengkulu is generally divided into traditional direct marketing including Offline and digital & social media marketing or Online. Traditional promotions such as direct sales to consumers, telemarketing and dissemination of information through flyers and hotel brochures, news through print and radio media and others. At this time, promotional activities tend to be more towards online through the reporting of information on online media and through social media applications, especially through Instagram, which can reach a wide community at a relatively low cost.

Although Instagram is currently considered to have advantages over other promotional media, this does not necessarily indicate the level of effectiveness in increasing the number of room occupancy or revenue value at Santika Hotel. So this raises the question of what kind of social media marketing strategy is used to achieve company goals. With the Social Media Marketing Strategy, especially through the Instagram platform by analyzing 4 indicators of social media influence (context, communication, collaboration & communication) as a marketing method, it is hoped that it can achieve its goals, namely increasing brand awareness, increasing room occupancy rates and increasing revenue, and as a communication tool with consumers that is carried out in a cost-efficient manner. Based on the background that has been described, the researcher intends to conduct research examining the strategies that have been implemented and whether they are appropriate with the title "Social Media Marketing Strategy Through Instagram at Santika Bengkulu Hotel".

LITERATURE REVIEW

Social Media

The definition of social media according to Kotler and Keller (2018), social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa. Social media is the latest development of new internet-based web development technologies, which makes it easier for everyone to be able to communicate, participate, share and form a network online, so that they can disseminate their own content (Aditya, 2015). According to Kotler (2017), using social media provides benefits and challenges. On the positive side, social media is targeted and personalized-social media allows marketers to create and share brand content tailored to individual consumers and customer communities.

Social media is interactive, making it ideal for initiating and participating in customer conversations and listening to customer feedback. Social media is also direct and timely. Social media can be very cost-effective. Social media marketing also presents challenges, firstly many companies are still experimenting with how to use it effectively and results are difficult to measure, and secondly, the social network is largely controlled by the user and possibly by the company that owns the social media application. Arguably the biggest advantage of social media is engagement and the ability to share. Social media is perfect for creating customer and community engagement with brands and with each other. More than any other channel, social media can engage customers in shaping and sharing content and brand experiences. Content management and customer reviews are valuable, both positive and negative. Positive comments create a community and encourage others to use and buy the product. Negative comments provide feedback on what customers don't like and how we are not meeting their expectations.

Social Media Marketing

Social Media Marketing is a marketing approach that uses social media platforms as the main tool. This approach serves to interact, communicate, and promote products or services to relevant audiences. More specifically, this approach involves creating creative content, sharing information, and interacting directly with audiences, through various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others.

According to Gunelius, Susan. (2012), Social media marketing is any form of direct or indirect direct marketing used to build awareness, recognition, memory, and action for a brand, business, product, person, or other entity and is conducted using social Web tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing. According to Tuten and Solomon (2018), Social media marketing is the use of social media technology, channels and software to create, communicate, deliver and offer exchanges that have value for organizational stakeholders. Social Media Marketing is a marketing technique using social media tools to promote products or services more specifically. Good content display is able to make visitors to online product or service websites interested in the products and services we display (Mileva, 2019).

From some of the experts' explanations, it can be interpreted that social media marketing is a form of marketing communication that uses websites and social media online with the aim of building awareness, recognition, memory and action and offering exchanges for brands, products, services and other entities of value to stakeholders. Some of the objectives of the social media marketing approach are: 1. Increase Brand Awareness; 2. Increase Sales; 3. Expand Target Market; 4. Tools to Maintain Communication with Consumers; 5. Cost Efficiency (<https://www.ocbcnisp.com>).

METHODS

The type of approach chosen in this research is a qualitative approach with a descriptive type. In qualitative research, theoretical studies or literature studies, observations and interview results are key instruments and the results can be analyzed to be clearer. To analyze the data in this research, the author applies a case study with a descriptive approach that aims to make a description of the description systematically, factually and accurately about the facts, characteristics of a particular population or object and the relationship between the phenomena being investigated. In this research the author tries to find out the Social Media Marketing Strategy through Instagram at Santika Bengkulu Hotel with the @hotelsantikabengkulu account in fulfilling its objectives. The subjects in the study who were interviewed were Ms. Dian Ila Luvita as Public Relations, Ms. Esi Deswiata as Asst. sales Manager and 20 hotel guest respondents whose results were further analyzed by the triangulation method. The object of the problem to be researched is how the Social Media Marketing Strategy through Instagram carried out by

@hotelsantikabengkulu has fulfilled the 4C indicators to measure Instagram social media as a marketing method (Context, Communication, Collaboration, Connection) and its relationship to achieving its goals.

RESULTS AND DISCUSSION

Instagram Social Media

One of the most widely used social media applications by Indonesians is Instagram. This social media focuses on photo and video sharing platforms that are increasingly popular with interesting features such as IG feeds, Instagram stories, IGTV and others.

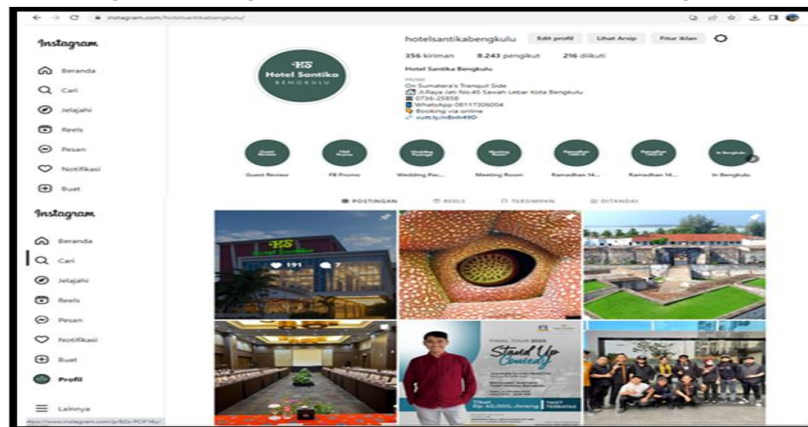
Based on the We Are Social report, the number of global Instagram users reached 1.63 billion as of April 2023. This number increased by 12.2% compared to the same period the previous year (year-on-year). Instagram ranks fourth as the world's most popular application as of April 2023 under Facebook, YouTube and WhatsApp. Another application that is on the rise is TikTok and based on the We Are Social report, TikTok users in the world are estimated to reach 1.08 billion in July 2023 and users in Indonesia are 99.79 million (<https://wearesocial.com>). Based on data there are 116.16 million Instagram users in Indonesia until August 2023 (<https://dataindonesia.id>). In www.instagram.com it is mentioned that Instagram (IG) is a mobile, desktop and internet-based photo sharing application and service that allows users to share images and videos either publicly or privately with pre-approved followers created by Kevin Systrom and Mike Krieger. Instagram has an Instagram Business Account facility that users can use for business needs where it is converted from a standard account to a business account. In IG accounts there are features such as Hashtags, Location, Follow, Share, Like, Comment, Mention which can be used to support marketing activities through photo and video uploads.

Santika Bengkulu Hotel Profile

Hotel Santika Bengkulu as a three-star hotel in Bengkulu City is included in the business hotel category because it is located in the city center and offers facilities that support this. Most of its guests are government, corporate and online segments. Hotel Santika Bengkulu has 82 rooms, 8 meeting rooms, 1 restaurant and has guest facilities such as swimming pool, gym room, spa and parking area. Under the management of Santika Indonesia Hotels & Resorts, Hotel Santika Bengkulu was established on December 15, 2011 with distinctive features that can be seen from the shape of the building and the decorations inside and the food served contains elements of local specialties. The service provided by the employees is also an application of the tagline owned by Santika, namely "Hospitality From The Heart" or sincere service that comes from the heart of every hotel employee. Normative advantages that must be met by the hotel business are the quality of service, food and beverage products, hotel facilities and guest comfort, besides that a good marketing strategy, especially social media marketing, must also be planned, mature and right on target so that the target of the company can be achieved.

The number of accounts on Instagram that market all kinds of goods and services is proof that marketing through social media is the choice of business people to market and attract potential customers. By utilizing the features provided by Instagram, marketers can easily manage accounts as desired. Seeing the trend and the various benefits provided by Instagram as a promotional media platform, Santika Bengkulu Hotel chose to use it for its marketing efforts.

From the Instagram feed or the first page image of the @hotelsantikabengkulu account below, consumers or potential consumers can easily access profiles, contact details, see highlights of products and facilities as well as feeds posts, reels and tagged content and reservation links directly to the web page of Hotel Santika Bengkulu. Neat, attractive feeds, good themes and layouts will create a strong impression and increase the chances of gaining more followers and increasing their engagement. The number of followers of the @hotelsantikabengkulu account is currently more than 8,300 followers.

Figure Instagram Account @hotelsantikabengkulu

Description Of Interview Results

Based on the results of interviews with Public Relations and Asst. Sales Manager on Social Media Influence Indicators as a 4C Marketing Method, namely Context, Communication, Collaboration and Connection, a summary of the interview results is obtained whether the implementation is in accordance with the objectives of the social media marketing strategy as follows:

Context Indicator (Message Content Is Interesting, Clear And Informative)

a. Content can be understood by followers

The majority of Santika Bengkulu Hotel followers are millennials or professionals aged 18 to 55 years, the majority of whom live in Bengkulu and Jakarta. The language in the caption uses Indonesian, which is polite, professional and free from SARA elements. Each photo and video post is given a caption or narrative that clarifies its purpose.

b. Interesting content

The concept of the material created is soft selling or a sales approach by relying on persuasion and the use of subtle words and visuals. Only for making detailed strategies and action plans in one year need to be more finalized.

c. Content can answer follower questions.

Each post must be able to provide clear information, so that if there are questions about the material posted, the admin must be able to provide answers quickly, concisely and clearly. The strategy is to make interesting and informative captions, include contact persons who can be contacted, respond quickly in answering Direct Messages and comment fields, Q & A for followers.

From the results of interviews and monitoring of the IG @hotelsantikabengkulu account, it can be concluded that the posting material has fulfilled the Context criteria well. For the record, content must have a clear strategy and action plan, a clear concept and fulfill its purpose and appeal to the audience. Photo and video material must always be considered both the angle of shooting, the duration of the material, clean and clear colors, the sound or music behind it must be good in terms of sound system and song selection, and timing of posts is also very important so that it can attract the attention of the audience. Communication Indicators (messages are easy to understand, useful and can be responded to)

The Instagram feature used by the @hotelantikabengkulu admin

The features used by the @hotelsantikabengkulu account are Instagram Posts, Stories and Reels to send messages and communicate with followers. While the Live Instagram feature has

not been used, it means that @hotelsantikabengkulu has not maximized the features provided by IG to communicate with users.

Frequency of communication with followers

Frequency of posting reels 1 week 1-3 times. The frequency of posting photos and video feeds per month is at least 5 times. Material can be in the form of photos and videos accompanied by narratives that provide brief explanations aimed at providing product information and providing benefits to the audience. In general, the Engagement Rate (ER) of each post in the form of photos with product concepts and hotel facilities, food and drink promos and warnings on certain days is around below 1%. However, by posting videos with material concepts that highlight tourist destinations/local culture, the ER can reach more than 23% and video posts in collaboration with influencers, the ER can reach more than 300%.

To build brand awareness, engagement from followers is very important because it influences the wide reach of distributed content and the Instagram algorithm will place content with a high engagement rate to be discovered by more users. From hootsuite.com, a good engagement rate ranges from 1% to 5%. Achieving an engagement rate above 5% is very good.

During January to October 2023, 93 content was posted or around 9 content per month. Number of content types: destinations & local culture: 2; products & facilities: 20; FB Promo: 15; Santika Group / other promotional units: 10; Quizzes & Prizes: 1; Artist Support: 4; Events & promo packages: 17; Influencer collaborations: 3; National day greetings: 13; Others: 8 contents. This achievement is quite good, it is recommended to post at least 2 to 3 times per week and no more than 1 to 2 times per day. Posting too often is also not good, because it can be considered spam and can result in the account being blocked by Instagram. It is also necessary to increase the frequency of content that has not been widely used but has a high level of engagement, such as local destinations & culture and influencers.

Effective message

The language used is Indonesian which is spoken, clear, informative and easy to understand. The message conveyed by the admin is concise and clear and uses language that is easy to understand because if the caption is too long it is usually not interesting for followers to read it. The admin's ability to write to create an interesting narrative is very important so that the message can be conveyed and is easy to understand.

Act as customer service

The admin also acts as customer service and responds quickly to every comment or question that arises from followers by including the WhatsApp contact person number and Instagram admin Direct Message. Admins must also know the ins and outs of the facilities and services available in the hotel. The admin also coordinates and asks for direction from the leadership for comments that are negative and could harm the hotel's image. From the Communication indicators, it can be concluded that efforts can still be made to maximize the features available on Instagram such as Live IG and the frequency of posts can be increased further so that they can appear at the top of the front page of Instagram users, reach a wider audience, engage followers and build loyalty. towards the brand. For effective messages, responding to followers and acting as customer service has been done well.

Collaboration Indicators (audience views about good products, giving hotel customers references to other customers).

a. Response given by admin

The @hotelsantikabengkulu admin uses his personal cellphone to manage the Hotel Santika Bengkulu IG business account. So that every time there are comments or questions from followers or hotel guests who follow the hotel's IG, they can be immediately identified and

answered quickly, informatively and according to the facts. During 2023, no followers were found to complain about slow responses.

- b. How the @hotelsantikabengkulu account gets attention from followers
The way @hotelsantikabengkulu does this is by uploading content consistently, always trying to create content with attractive visuals and the content created does not only explain Hotel Santika Bengkulu products such as food products, rooms and other hotel facilities as well as activities inside the hotel, but there is also content that displays interesting tourist destinations and destinations, the natural and cultural riches found in Bengkulu Province. Soft selling content actually tends to get more likes and comments from followers.
- c. Invite followers to upload photos and tag Instagram accounts
Admin makes efforts to invite followers to interact, either through a special quiz program with door prizes and vouchers on the @hotelsantikabengkulu account or re-posting followers' Instagram accounts that upload photos or insta stories related to their experiences with Hotel Santika Bengkulu. From checking the IG account, it is known that from January to October 2023 the invitation to interact was carried out once in the quiz & giveaway program and there were 35 tagged posts from followers who tagged the @hotelsantikabengkulu account. From the Collaboration indicator, it can be concluded that the efforts made are already on track, only the level of frequency and concept selection still needs to be further optimized to increase collaboration from followers.

Connection Indicator (Good relationship between customer and hotel, relationship built between the two)

- a. Ways to increase followers
The way the admin uses to increase followers is by consistently uploading quality content, collaborating with Instagram influencers or celebs, holding quizzes & giveaways and doing paid promotions on IG Ads. Collaborating with influencers can usually increase the number of followers because the influencer has a fairly large follower base. So selecting influencers is also very important to increase views from the audience and increase the number of followers.
- b. Ways to increase engagement
Efforts are made to build brand awareness in the hope of facilitating interaction or encouraging followers to get involved or discuss with the aim of getting followers to interact. This will make the @hotelsantikabengkulu account more widely known and increase brand loyalty.
From the results of the interview, it is known that the admin mostly posts in one direction and only responds to comments or questions that go to the hotel's Instagram direct messages. Not much effort has been specifically made to increase follower engagement with accounts through two-way communication.
- c. Ways to increase the number of visits
The method used to increase the number of visits to the account is by creating interesting content related to Bengkulu tourist and cultural destinations, influencers and hotel soft selling video reels. From interviews, it is known that interesting content and quiz & giveaway content are enough to encourage an increase in the number of visits to the @hotelsantikabengkulu account, but this content is rarely implemented.
- d. Indicators to measure success
The indicators used are seen from Insight Reviews in the form of the number of likes, comments, saves and shares on content uploaded to IG Posts, Reels and Stories. There are still relatively few business leads or lead generation that translate into income.

From the Connection indicator, it can be concluded that the strategy implemented, such as involving influencers, has provided very good results. To improve relationships with followers and increase the number of views on the @hotelsantikabengkulu account, it still needs to be

improved in terms of frequency and upload concepts that are more relevant to target Instagram users.

Description Of Questionnaire Results With Hotel Guests

From a sample of 20 hotel guest respondents or specific consumers who were given a questionnaire, the following can be concluded:

1. All respondents are social media users: Instagram (33%); WhatsApp (22%); Facebook (15%); YouTube (9%); TikTok (7%); Twitter (7%); Telegram (7%); Others (7%).
2. Methods used to make room reservations: the majority (48%) are via online travel agents, calling directly to the hotel (26%), booked by the office (17%) and the remaining guests come directly to the hotel (9%).
3. From the 4C perspective, the results showed that the majority of respondents gave an affirmative or positive response to the Instagram account @hotelsantikabengkulu.
 - a. Context: the majority agree that the content presented is interesting, clear and informative.
 - b. Communication: the majority agree that messages or information are easy to understand, useful and can be responded to
 - c. Collaboration: the majority agree that the @hotelsantikabengkulu account is useful and will be referred to their acquaintances
 - d. Connection: the majority agree to monitor and pay attention to the @hotelsantikabengkulu account
4. It can be concluded that to achieve the following goals of social media marketing there are still many things that need to be improved and improved.
 - a. Engagement: the majority of guests still do not follow the @hotelsantikabengkulu account
 - b. Customer Service: the majority of guests do not use Instagram as a means to search for information and provide comments about their experiences.
 - c. Lead Generation: hotel guests do not use Instagram as a means to make room reservations or book banquet events. They prefer to make room reservations via OTA - online travel agent.
 - d. Brand Awareness: guests see the function of the @hotelsantikabengkulu Instagram account more towards brand awareness of the products, facilities and promotions offered to social media users.

Links To Previous Research

The results of this research are consistent with the social media marketing concept by Gunelius (2012) and Tuten and Solomon (2018), where social media marketing uses social media as a marketing channel to create valuable communication activities for stakeholders. The results of this research are in accordance with research by Andata, C. P., Iflah, Kurnia, Putri, S. A., (2022) which shows that Instagram social media variables have a positive effect on increasing brand awareness among Instagram social media users. This is also in accordance with research by Rizal, V. Z., (2019). which explains the correlation between Instagram social media and brand awareness and endorsing celebrities to brand awareness, and simultaneously with social media and endorsing celebrities there is a correlation with brand awareness. Research from Nurulhuda, A. & Priansa D.J., (2021) also supports this, which reviews Instagram social media marketing activities in terms of context, communication, collaboration and connection strategies at PT. Telkom Indonesia. Another study that supports the results of this research is research conducted by Taan., Radji., Rasyid. & Indriyani. (2021), which states that social media marketing has a significant influence on Brand Image. Good use and utilization of social media can have a big influence on a company's brand image through creating content, sharing content, connecting relationships and building communities.

CONCLUSION

Social Media Marketing has a positive and significant influence on brand image at Santika Bengkulu Hotel. The Instagram account @hotelsantikabengkulu has a function as a platform that presents information, the latest updates and promotions what is being done so that it can increase the level of consumer awareness of the brand, increase consumer involvement, provide consumer services and increase the realization of business leads.

From the results of interviews with Public Relations staff and Assistant Sales Managers as well as several hotel guests as respondents, several points can be concluded as follows:

1. Hotel Santika Bengkulu combines traditional and offline marketing with online marketing activities, especially through Instagram.
2. Social media marketing strategy through Instagram on the @hotelsantikabengkulu account which is associated with the 4 C perspective:
 - Context: All the criteria have been done and run well. Need to be improved in the aspect of strategic planning and social media marketing action plans within a certain period of time.
 - Communication: The strategy has been carried out, only efforts need to be made to maximize the features in Instagram and the concept of photos, videos and frequency of posts can be further improved, where this will affect the account algorithm and reach a wider audience.
 - Collaboration: The efforts made are already on track, only the level of frequency and type of content needs to be optimized again to be able to increase collaboration from followers and build loyalty to the brand.
 - Connection: The strategy carried out by involving influencers and using the video concept generates very good feedback. It is necessary to increase the frequency and concept of uploads that are more targeted to the target user to improve the relationship with users and followers.
4. The @hotelsantikabengkulu Instagram account is more aimed at a general audience and is used as a platform that aims to expand the reach of target consumers and get more followers; product promotion or special events; strengthen brand image or brand awareness; and to interact with users.
5. There are some limitations that could potentially hinder this, namely:
 - The annual plan only describes the general plan and strategy that will be carried out, but there is no detailed action plan for each month.
 - For each content post, evaluation is not always carried out and to measure the level of success, it still needs to be studied further with clearer criteria.

Information from hotel guest respondents, it is known that the use of the @hotelsantikabengkulu Instagram account does not really affect room reservations, because guests prefer other channels to make room reservations, namely through online travel agent (OTA) applications such as Expedia, Agoda, Traveloka, MySantika and others; booked by the office; telephone directly to the hotel or come directly to the hotel (walk in). From the indicators of context, communication, collaboration and connection to the @hotelsantikabengkulu account all provide positive results.
6. From the achievement of goals or goals from the implementation of social media marketing strategies @hotelsantikabengkulu on specific consumers more focused on achieving results from the aspects of brand awareness and brand awareness.

SUGGESTION

1. The sample of hotel guest respondents used is relatively small, so the results may not be optimally represented.
2. The object of research is only focused on Instagram social media, where there are still other

social media platforms that can be further researched.

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