

DAFTAR PUSTAKA

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*. Makassar: CV Syakir Media Press.
- Admin LP2M. (2023, Maret Jumat). *Hard & Soft Selling : Pengertian, Perbedaan, dan Fungsinya*. Retrieved from LP2M: <https://lp2m.uma.ac.id/2023/03/06/hard-soft-selling-pengertian-perbedaan-dan-fungsinya/>
- Afriani, Sari, Y. F., Zai, S. H., Pasaribu, F. H., & Nurbaiti. (2025). Strategi Efektif Dalam Meningkatkan Penjualan Melalui Sosial Media Di Era Digital . *Jurnal Rumpun Manajemen dan Ekonomi* , 361-374.
- APJII. (2024). *Survei Internet APJII 2024*. Retrieved from APJII.
- Ardianto, E. (2014). *HandBook of Public Relations: Pengantar Komprehensif* . Bandung: Simbiosis Rekatama Media .
- Arikunto, S. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Balai Pustaka.
- Atmoko, B. D. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.
- Bungin, B. (2007). *Penelitian Kualitatif*. Prenada Media Grub.
- Bungin, B. (2011). *Metodologi Penelitian Kuantitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Edisi Kedua. Cetakan ke-5. Jakarta: Kencana.
- Capital One Shopping. (2024, September). *Instagram Shopping Statistics*. Retrieved from Capital One Shopping Research : <https://capitaloneshopping.com/research/instagram-shopping-statistics/>
- Carollina, D., Angkawijaya, Y., & Abednego, V. A. (2022). Analisis Aida Pada Konten Instagram "Madama Mie" Terhadap Minat Beli Konsumen . *Jurnal Bahasa Rupa*, 144-153.
- Chaffey, & Ellis-Chadwick. (2022). *Digital Marketing Excellence, 5th (5th ed.)*. England: Pearson Education Limited.
- Chandra, Y. U. (2023, April). *Sejarah dan Evolusi Pemasaran Digital*. Retrieved from School of Information Systems : <https://sis.binus.ac.id/2023/04/03/sejarah-dan-evolusi-pemasaran-digital/>

- Clumsy, R. H. (2014). *Jago Jualan di Instagram*. Jakarta: Alona Indonesia.
- Clyne, G. (2019). *Social Media Marketing Mastery*. New York : Amazon Publishing.
- Condrobimo, R., & Fahiranissa, D. P. (2023, Mei). *Manfaat Pemasaran Melalui Media Sosial Instagram bagi E-Business* . Retrieved from Binus SIS: <https://sis.binus.ac.id/2023/05/29/manfaat-pemasaran-melalui-media-sosial-instagram-bagi-e-business/>
- Denzin, N. K., & Lincoln, Y. S. (2017). *The SAGE Handbook of Qualitative Research*. SAGE Publication.
- Emrizal, & Primadona. (2024). *Digital Marketing*. Kalimantan: Ruang Karya.
- Erwin, Cindrakasih, R. R., Sari, A., Hita, Boari, Y., Judijanto, L., & Tadampali, A. C. (2024). *PEMASARAN DIGITAL (Teori dan Implementasi)*. Yogyakarta: PT. Green Pustaka Indonesia .
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro.
- Gunawan, D. (2022). *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing*. Tebing Tinggi: PT Inovasi Pratama Internasional.
- Gunelius, S. (2010). *30-Minute Social Media Marketing: Step-by-step Techniques to Spread the Word About Your Business: Social Media Marketing in 30 Minutes a Day*. United States: McGraw Hill Professional.
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Gustina, F. F. (2020). Perancangan Konten Edukatif Di Media Sosial. *Jurnal Abdi Masyarakat*, 24.
- Harnadi, A. V. (2017). Analisis Konten Serial Fil Animasi Upin dan Ipin Musim 8 Ditinjau Dari Prinsip Desain Pesan Pembelajaran,. *Jurnal Prodi Teknologi Pendidikan* , 384.
- Haryoko, S., Bahartiar, & Arwadi, F. (2020). *Analisis Data Penelitian Kualitatif (Konsep, Teknik, & Prosedur Analisis)*. Makassar: Badan Penerbit Universitas Negeri Makassar.

- Hilmi, I., & Rohmah, N. (2024). *Strategi Hard Selling dan Unique Selling Point Yang Penting Untuk Bisnis*. Elementa Media Literasi.
- KBBI. (2020). *Kamus Besar Bahasa Indonesia VI*. Retrieved from KBBI KEMDIKBUD: <https://kbbi.kemdikbud.go.id/>
- Kotler, P., & Amstrong, G. (2008). *Prinsip-prinsip pemasaran jilid 2*. Jakarta: Erlangga.
- Kotler, P., Bowen, J. R., Makens, J., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism*. Pearson Education.
- Kristianto, P. L. (2011). *Psikologi Pemasaran: Integrasi Ilmu Psikologi dalam Kegiatan Pemasaran*. Yogyakarta: Caps.
- Lidyawatie. (2008). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Lieb, R. (2012). *Content Marketing Think Like a Publisher—How to Use Content to Market Online and in Social Media*. Indianapolis: Que Publishing.
- Lilik, P. (2011). *Psikologi Pemasaran*. Jakarta: PT Buku Seru.
- Lopes, A. R., & Casais, B. (2022). Digital Content Marketing: Conceptual Review and Recommendations for Practitioners. *Academy of Strategic Management Journal*, 1-17.
- Machfoedz, M. (2010). *Komunikasi Pemasaran Modern*. Jakarta: Cakra Ilmu.
- Manik, D. E., Gultom, P., Sebayang, Y. B., & Felix. (2022). The Effect Of Facilities And Trust On Customer Satisfaction In The Use Of Digital Facilities At Pt. Bank Central Asia Tbk Kcu Asia Branch. *Enrichment: Journal of Management*, 2465-2468.
- Maoyan, Zhujunxuan, & Sangyang. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*, 92-97.
- Melwater; We Are Social. (2024, April). *Melwater*. Retrieved from Social Media Statistics for Indonesia [Updated 2024]: <https://www.meltwater.com/en/blog/social-media-statistics-indonesia>
- Nasrullah, R. (2016). *Media Sosial Perspektif Komunikasi, Budaya dan Ssioteknologi*. Bandung: Simbiosis Rekatama Media.

- Philip, K., & Keller. (2016). *Marketing Management 15th Global Edition*. England: Pearson Education Limited.
- Prajarini, D. (2020). *Media Sosial Periklanan-Instagram*. Sleman: Deepublish.
- Priansa, D. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Pulizzi, J. (2012). The Rise of Storytelling as the New Marketing. *Publishing Research Quarterly*, 116-123.
- Saputra, D., & Mubasit. (2025). Konten Edukasi sebagai Media Pemasaran dalam Meningkatkan Literasi Konsumen di Era Digital . *Inovasi : Jurnal Sosial Humaniora dan Pendidikan* , 246-258.
- Satyani, E., Alfikri, M., & Ritonga, M. H. (2023). Strategi Komunikasi Toko Umro Collection Dalam Memasarkan Produk Di Central Pasar Medan. *Gudang Jurnal Multidisiplin Ilmu*, 86-91.
- Shimp, T. A. (2003). *Periklanan Promosi Jilid 1 : Aspek Tambahan Komunikasi Pemasaran Terpadu* . Jakarta: Erlangga.
- Solomon, M. (2011). *Consumer Behavior: Buying, Having, and Being. 9th Edition*. Pearson, Prentice Hall: New Jersey.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2015). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sulaksono, J. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Umk) Desa Tales Kabupaten Kediri . *Generation Journal*, 41-48.
- Sulistiyo, T. D., Fitriana, R., & Lee, C. (2020). Pengaruh Marketing Media Sosial Instagram Terhadap Brand Image The Bunker Café, Tangerang. *Jurnal Ekbis*, 189-203.
- Syahreza, M. F., & Tanjung, I. S. (2018). Motif dan Pola Penggunaan Media Sosial Instagram di Kalangan Mahasiswa Program Studi Pendidikan Ekonomi UNIMED. *Jurnal Interaksi*, 72-73.
- Utomo, S. B., Risdiyanto, D. A., & Judijanto, L. (2024). *Pemasaran Digital: Strategi dan Taktik*. Jakarta: PT. Sanskara Karya Internasional.

- Virgioni, D., Manullang, R. R., & Panjaitan, F. (2020). Analisis Pengaruh Konsep Aida (Attention, Interest, Desire, Action) Terhadap Efektifitas Periklanan: Studi Kasus Pada PT Tommino Inti Prima Pangkalpinang . *JURNAL PROGRESIF MANAJEMEN BISNIS (JIPMB), STIE-IBEK*, 83-92.
- Wardhana, A. (2021). *Perilaku Konsumen di Era Digital* . Purbalingga: Eureka Media Aksara.
- Wiska, M., Resty, F., & Fitriani, H. (2022). ANALISIS CONTENT MARKETING DAN ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z PADA MEDIA SOSIAL TIK-TOK (STUDI KASUS GENERASI Z KABUPATEN DHARMASRAYA) . *Jurnal Manajemen Dewantara*, 153-162.
- Alfathan, F., Furinto, A., & Handayati, Y. (2024). Proposed digital marketing strategy to increase customer acquisition for travel agent company. *International Journal of Social Science Research Review*, 7(2), 1339–1348.
- Astvansh, V. (2024). Recycling firm-generated content on social media platforms: Phenomenon and research propositions. *Marketing Intelligence & Planning*, 42(8), 1407–1432.
- Banerjee, S., & Sreejesh, S. (2024). Role of word-of-mouth communication in consumer brand relationship initiation and maintenance: Insights from the bottom of pyramid markets. *International Journal of Emerging Markets*, 19(5), 1259–1280.
- Belanche, D., Casalo, L. V., Flavian, M., & Ibanez-Sanchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585.
- Berger, J., Moe, W. W., & Schweidel, D. A. (2023). What holds attention? Linguistic drivers of engagement. *Journal of Marketing*, 87(5), 793–809.
- Blakeman, R. (2023). *Integrated marketing communication: Creative strategy from idea to implementation*. Bloomsbury Publishing.
- Chen, J. V., Pham, D. T., & Tran, S. T. (2025). Building consumer engagement in live streaming on social media: A comparison of Facebook and Instagram

- live. *International Journal of Human–Computer Interaction*, 41(2), 1119–1139.
- Eman, M. (2022). Determinants of buying interest in recommended brands. *Jurnal Mantik*, 6(2), 2084–2090.
- Fan, S., Wei, L., Liang, S., & Li, S. (2025). From encounter to action: Understanding consumer information encountering behavior on short video platforms using the AIDA model. *Aslib Journal of Information Management*, 1–20.
- Force, W. R. (2022). Tattooing in the age of Instagram. *Deviant Behavior*, 43(4), 415–431.
- George, O. O., Dosumu, R. E., & Makata, C. O. (2024). Behavioral science applications in brand messaging: Conceptualizing consumer-centric communication models for market differentiation. *Journal of Frontiers in Multidisciplinary Research*, 5(1), 119–124.
- Haldy, M. (2026). Empowering engagement: Digital community marketing strategies in the era of interactive platforms. *International Journal of Education Management and Religion*, 3(1), 158–177.
- Hamzah, Z. L., & Johari, A. (2023). Enhancing customer–brand interaction: Customer engagement on brand pages of social networking sites. In *The Palgrave handbook of interactive marketing* (pp. 475–498). Springer International Publishing.
- Hwang, I. K., & Lee, H. (2025). Brand identity visualization to enhance brand awareness contingent on the message strategy for social media video communication. *Archives of Design Research*, 38(3), 51–75.
- Ijan, M. C., & Ellyawati, J. (2023). The influence of content marketing and e-WoM on purchase decisions in TikTok social media. *Research Inventy: International Journal of Engineering And Science*, 13(7), 85–96.
- Islami, M. M., Rahyuni, S., & Rukayyah, A. (2024). Strategic branding: Building market positioning and business growth through integrated management practices. *Advances in Business & Industrial Marketing Research*, 2(2), 110–122.

- Jeswani, R. (2023). The role and importance of social media marketing in brand building. *Irish Interdisciplinary Journal of Science & Research*, 7(4), 1–9.
- Julaeha, L. S. (2024). The role of content marketing in brand loyalty: An empirical analysis. *Master Manajemen*, 2(2), 117–132.
- Kaur, J., Mogaji, E., Paliwal, M., Jha, S., Agarwal, S., & Mogaji, S. A. (2024). Consumer behavior in the Metaverse. *Journal of Consumer Behaviour*, 23(4), 1720–1738.
- Koob, C. (2021). Determinants of content marketing effectiveness: Conceptual framework and empirical findings from a managerial perspective. *PLoS One*, 16(4), 0249457.
- Kotler, P., & Keller, K. L. (2012). *Marketing management*. Prentice Hall.
- Long, Y. (2024). Advertising appeal and emotional awakening: The influence of rational and emotional beauty advertisements on consumer purchase intention. *International Journal of Social Sciences and Public Administration*, 2(3), 301–308.
- Lopes, A. R., & Casais, B. (2022). Digital content marketing: Conceptual review and recommendations for practitioners. *Academy of Strategic Management Journal*, 21(2), 1–17.
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402.
- Luttrell, R. (2025). *Social media: How to engage, share, and connect*. Bloomsbury Publishing USA.
- Meikle, G. (2024). *Social media: The convergence of public and personal communication*. Routledge.
- Mensah, K., & Amenuvor, F. E. (2022). The influence of marketing communications strategy on consumer purchasing behaviour in the financial services industry in an emerging economy. *Journal of Financial Services Marketing*, 27(3), 190–205.
- Mohamed, A. O. (2025). The effect of design on the viewer's perception of media content and its role in problem solving. *Journal of Ecohumanism*, 4(1), 1432–1447.

- Novianty, R., Koesoemaningsih, R., Sumiati, S., & Dewi, S. P. (2022). Analysis of factors that influence interest in buying consumer. *Journal of World Science, 1*(11), 967–973.
- Oumaima, J., & Lamari, S. (2024). Customer experience in the digital transformation era: Insights on personalization, digital marketing, and customer relationship management. *International Journal of Economics, Management and Finance, 3*(2), 52–69.
- Parasari, N. S. M., Pranajaya, I. K. W., & Maheswari, A. A. I. A. (2024). The effect of quality of service, purchase interest, brand trust on purchase decision. *Jurnal Ilmiah Akuntansi Kesatuan, 12*(1), 197–206.
- Phillips, J. (2023). Clarity, conciseness, and consistency are the keys to effective communication. In *Principles of organizational behavior: The handbook of evidence-based management* (pp. 429–442). Wiley.
- Platon, O.-E. (2024). Understanding the influence of hedonic motivation and Fear of Missing Out (FoMO) on online impulse purchase intentions of discounted products. *Challenges of the Knowledge Society, 17*(1), 684–695.
- Pramita, K., & Manafe, L. A. (2022). Personal selling implementation and AIDA model; Attention, interest, desire, action. *International Journal of Entrepreneurship and Business Development, 5*(3), 487–494.
- Santy, R. D., & Andriani, R. (2023). Purchase decision in terms of content marketing and e-WOM on social media. *Journal of Eastern European and Central Asian Research, 10*(6), 921–928.
- Sarfraz, M., Al Kurdi, B., & Rafiq, M. (2025). How digital marketing shapes consumer decision-making employing (AIDA) model with respect to consumer knowledge and consumer experience. *International Journal of Management and Marketing Intelligence, 2*(1), 39–48.
- Sharma, H. (2023). The importance of website usability in digital marketing: A review. *London Journal of Research In Computer Science and Technology, 23*(3), 25–32.
- Soilen, K. S. (2024). Building brands online and brand identity. In *Digital marketing* (pp. 267–272). Springer.

Talreja, M., & Chaturvedi, V. (2024). The impact of social media advertising content formats on consumer engagement: A study on Instagram. *International Journal of Applied Social Science*, *11*(7), 297–309.

Yaros, R. (2025). *The digital engagement model: How to capture and keep audience attention*. Palgrave Macmillan.