

Analysis of the Effect of Social Media on the Marketing Process in a Store or Business Entity "Social Media Store"

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Abstract

The world has been affected by the global recession so they have developed crisis strategies and are looking for new tactics to face this global challenge. While businesses are looking for new tactics, reaching out and understanding the many things and possible changes in their attitudes and behavior due to the crisis has become important for companies during and after this economic downturn. Recently, one of the most striking tools that companies use to achieve their goals is social media, by all means. This study aims to examine the effect of social media on the marketing process in a store or business entity by means of literature articles and books on effectiveness. Social media marketing, where the result is that social media is very influential in increasing traffic on business websites and increasing business turnover. The "Sosmed Store" business entity has a target market, namely entrepreneurs who want their business to be known more quickly by the public through the internet. The products offered by the "Sosmed Store" can also develop according to the needs of the intended target market. The products offered do not ask for personal information at all to users and potential users. Because it does not store important data from its users, the products offered are getting less and less attacked.

Keywords

marketing effects; social media;
small bussiness



I. Introduction

The world has been affected by the global recession so they have developed crisis strategies and are looking for new tactics for this global challenge. As businesses seek new tactics, reaching and understanding many consumers and the possible changes in their attitudes and behavior due to the crisis has become important for companies during and after this economic downturn. Recently, one of the most striking tools that companies use to achieve their goals is Social Media, by all means.

Social media is one of the products of the emergence of new media. In social media, individuals and groups interact with each other online through the internet network. Since its emergence, the media is not only used by individuals but also by organizations or companies large and small to communicate with the public. Social media is used by utilizing technology in communicating. The technology referred to here is the Internet. It is open and anyone can access it. (Khairifa, F. et al. 2019)

What was initially only as a means of entertainment, turned into the latest marketing phenomenon because of its extraordinary advantages in the business field. Social Media is used because it has the advantages of time, audience, relationships, and costs. Costs can be reduced through Social Media because the necessary distribution part in mass media is eliminated. Most of the Social Media outlets are accessed for free. In addition, target group

development and issue-by-issue advertising and promotion are available at a lower cost) (Dong-Hun, 2010)

Social Media Sites provide a digital infrastructure that enables users to present their beliefs, interests, and viewpoints while dealing with others who share the same interests. Therefore, users can be considered as social instruments of communication, as they interact with other people who also share their personal information. These interactions can be of a very complex nature, and digital platforms used to facilitate these social interactions can therefore be considered “multi-faceted platforms” (Yablonski, 2016) (Assimakopoulos, Antoniadis, Kayas, & Dvizac, 2017).

From this background, the authors conducted research related to the analysis of the influence of Social Media on the marketing process in a store or business entity "in order to determine the influence of Social Media on the marketing process in a "Sosmed Store" Store or Business Entity.

II. Review of Literature

From the results of research that has been carried out, researchers found several results of research conducted by several companies related to the research topic "Analysis of the Effect of Social Media on the Marketing Process in Stores or Business Entities 'Social MediaStore'

2.1 Defenition Web and Website “Store Sosmed”

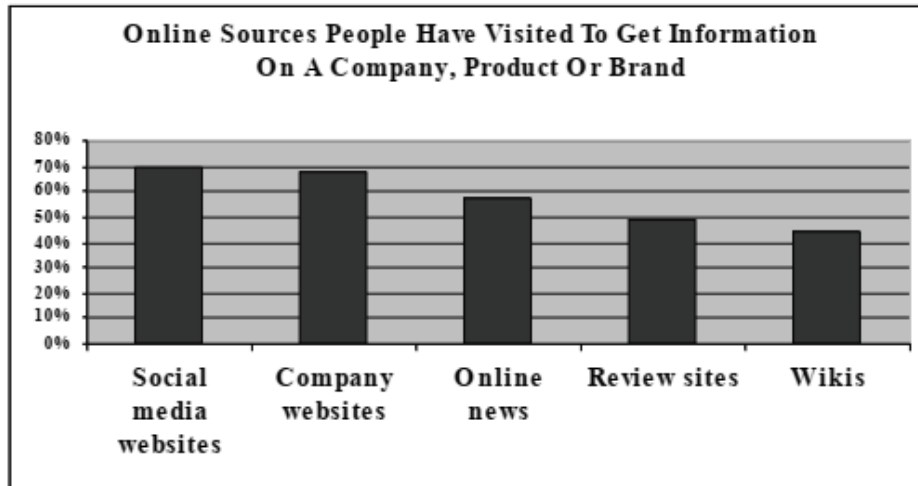
The web is an application that contains multimedia documents (text, images, sound, animation, video) it uses HTTP (Hypertext Transfer Protocol protocol)and accesses it using software called a browser. (Arief, 2011)

A profile website is a website that only displays information about the vision, mission, development history, organization, services, or products offered, but does not directly sell products, and is only limited to information. (Jasmadi, 2004)

Website "Sosmed Store" is a provider of digital automation and optimization services with technology Artificial Intelligence (AI), which are quality, fast, and safe. This business entity has a commitment to popularize a group of businesses on the internet. In addition, this business entity uses superior services that can optimize Social Media and Online Stores and is a virtual product provider that is connected to Payment Point Online Banking (PPOB).

2.2 Defenition DEI Worldwide

As has been studied from the research results DEI Worldwide in 2008, the impact of Social Media on purchasing behavior show that 70 percent of respondents have used the site web Social Media, such as social networking sites and blogs as a site, web corporate to retrieve information about the related company products or brands. Meanwhile, 60 percent of respondents stated that they are likely to use social media sites to convey information. In addition, almost 60-70 percent of respondents said that recommendations from others online are very valuable, credible, and honest, where 49 percent of these respondents made purchasing decisions based on the information they browsed on Social Media sites in 2008. On the other hand, 60 percent of respondents in the same study said they tend to use social media sites to share information with online others; 45 percent of people seeking information through social media sites engage word of mouth compared to 36 percent who gather information on corporate or news sites (DEI Worldwide, 2008) (Kirtis & Karahan, 2011).



Source: (Kirtis & Karahan, 2011)

Figure 1. Research Results DEI Worldwide (2008)

According to the same source, 53 percent of marketers stated that they increased their Social Media budget, during the recession, while 42 percent did not change the budget from the previous year. A total of 95 percent of marketers use social media as a marketing strategy. In addition to being cost-effective, the use of Social Media is also beneficial because of the very attractive word of mouth strategy. Nearly 75 percent of companies have a budget of less than \$100,000 for Social Media marketing. Although small, this budget continues to grow during the years of economic recession, so companies need to think about appropriate strategies, as well as appropriate processes, in achieving their marketing goals (Kirtis & Karahan, 2011).

2.3. Community Press Marketing Market Review (2010)

According to a Community Press Marketing Market review, the number of marketers (56%) who use Social Media is 6 times, or more per week, with nearly one in three marketers using Social Media 11 or more every year. Tweets, Facebook or FB, LinkedIn, and weblogs are the top four social media used by marketers. Significantly, 81% of marketers think about increasing their weblog usage. Most marketers use Social Media for promotional purposes 76% of marketers invests at least 4 times each week in their Social Media for promotional purposes (SI, 2016).

2.4. Instagram Social Media on Sales Turnover (DP Store Makassar)

According to the statistical results of the thesis entitled "The Influence of Instagram Social Media on Turnover Sales Mobile at the DP Store Makassar", with a simple linear regression test, a significance value of $0.0001 < 0.05$ was obtained, so that it can be concluded that the social Media variable Instagram (X) has an effect on the variable Turnover Sales (Y), with the correlation coefficient (R) being 0.590 or 0.59, which means that there is a positive and strong relationship between Instagram Social Media and sales turnover. Based on these results, it is concluded that social Media Instagram has a positive and significant influence on sales turnover at DP Store Makassar.

III. Result and Discussion

4.1. Measurement of Social Media Effectiveness as Target Market Identification

Measuring the Effectiveness of Social Media as Target Market

Identification The literature review “Social Media Marketing: Measuring Its Effectiveness and Identifying the Target Market” shows that the effectiveness of marketing using Social Media is strongly influenced by three aspects, namely: content quality; involvement; and integration with other media platforms (Li, Larimo, & Leonidou, 2021).

a. Measurement

(Blanchard, 2011) shows that millions of followers/fans can act as “ghost followers”, meaning these followers/fans are never actively engaged in conversations online. Moreover, research published by Advertising Age shows that the number of brand mentions is not an indicator of the actual effectiveness of social media marketing, especially when the word is very common, which can be misinterpreted by social media monitoring tools (Pradiptarini, 2011).

b. Build trust and long term relationships

(Rust, Moorman, & Bhalla, 2010) discusses the changes that occurred in the marketing approach. The previous marketing approach was carried out by persuading consumers to buy products by "bombing" customers with lots of advertisements. Today, marketing is about building relationships and trust through effective two-way communication (for example, talking about something the customer is interested in), and creating products that will help solve customer problems

c. Engagement

(Woessner, 2011) suggests that companies should not only engage with online communities, but also with offline communities to expand their customer relationships and loyalty. Companies should start their engagement by inviting their customers or prospects to join their Social Media community (Woessner, 2011) (Pradiptarini, 2011). An example of engagement, a company can post an icon of the Social Media site they are a part of on their main website, or by providing some special offers to customers who are their fans or followers.

d. Integration with other marketing platforms

There is some concern about the impact of Social Media campaigns on the number of visitors to the main site, as more and more customers turn to Facebook or other Social Media. If the Social Media program, carried out properly, website visitors will not be affected by the growth of fans/followers on the company's Social Media website, because ultimately the customer must be directed to the company's main website. Marketing uses other social media as a medium to increase website traffic as well as the company's e-commerce itself (Woessner, 2011) (Pradiptarini, 2011).

4.2. Measurement of Social Media Marketing

Literature shows some mixed results on Best Practices to measure the effectiveness of SMM (Social Media Marketing). Quoting from the book Vaynerchuk (Woessner, 2011) argues that there is no difficult formula to calculate Return on Investment (ROI) of QMS because SMM mostly involves human interaction (i.e. positive/negative reviews, Word of Mouth), which cannot be calculated using mathematical calculations. Based on his studies,

(Woessner, 2011). Woessner combined Google analytics and Amazon.com to track the effectiveness of the SMM campaign and how it affected his book sales. This combination allows Woessner to track traffic sources, as well as top content (Cheung, Pires, & RosenbergerIII, 2019)

4.3. Soft Pedal

According to Soft Pedal, during the last quarter of 2009, 86% of Online Stores in the US had a Facebook web page. As per previous predictions, this figure quickly reached 99%. Over the same period, e-marketers indicated that 65% of online stores surveyed were effectively using Tweets. Meanwhile, another 26%, according to the survey, will incorporate Tweets into strategic planning. E-marketers project that by 2011, 91% of online stores will use Tweets and 100% own a Facebook web page. More than 700 thousand companies have dynamic movements on the Facebook web page. Social Media provides opportunities for marketers to connect with their colleagues, clients, and potential customers (Saddhono, 2020).

4.4. General Motor

General Motors Company leverages Social Media to increase product equity online and make customers feel more connected. Social Media successfully serves as a strategy to reach other clients by developing interests and searching for goods. The trend is changing towards the use of Social Media which has a positive impact on sales which is a mindset about creating client engagement through Social Media. Research by Wetpaint and Altimeter from engagementdb.com agrees that most companies that sell effectively, maintain their company profile on 7 social media or more (SI, 2016).

4.5. The Relationship of Social Media Marketing to Purchase Decisions Mediated by E-Word of Mouth

The results of research conducted by (Nuraini, 2019) state that Social Media has a positive and significant effect on purchasing decisions. In his research (Oktavianto, 2013), Oktavianto states that the Word of Mouth (WOM) variable has a positive and strong influence on purchasing decisions. Nurgiyantoro's research (2014) states that WOM is able to mediate the relationship between Social Marketing and purchasing decisions (Dewi, 2021).

4.6. Test Results of Instagram Social Media Promotion, Store Atmosphere, and Product Taste on Purchase Decisions

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	7.182	1.698		4.229	.000
TOTAL.X1	.276	.113	.244	2.441	.017
TOTAL.X2	.260	.100	.254	2.599	.011
TOTAL.X3	.343	.121	.264	2.844	.005

Source: (Prakoso & Budiono, 2020)

Figure 2. Table of Social Media Promotion Test Results

Based on the provisions of the analysis in statistics using the t-test, the rejection of H_0 is carried out if $t \text{ count} > t \text{ table}$. With $df = 97-3-1 = 93$ and $\text{Sig } 0.05$, the t table is 2.278. And the results of partial hypothesis testing are obtained as follows (Prakoso & Budiono, 2020):

- a. Instagram Social Media Promotion Variable (X1) t count is 2.441 while t table is 2.278 and significant level is 0.017. So that $t \text{ count } 2,441 > t \text{ table } 2,278$ with a significance value of $0.017 < 0.005$. Then H_{a1} is accepted and H_{o1} is rejected, which states that partially Instagram Social Media Promotion has a significant effect on purchasing decisions.
- b. Variable Store Atmosphere (X2) t count of 2.559 while t table of 2.278 and a significant level of 0.011. So that $t \text{ count } 2,559 > t \text{ table } 2,278$ with a significance value of $0.011 < 0.05$. So H_{a2} is accepted and H_{o02} is rejected, which states that partially Store Atmosphere influences purchasing decisions.
- c. Product Taste Variable (X3) t count is 2.884 while t table is 2.278 and significant level is 0.005. So that $t \text{ count } 2.884 > t \text{ table } 2.278$ with a significance value of 0.005 0.05. So H_{a3} is accepted and H_{o3} is rejected, which states that partially the taste of the product has a significant effect on purchasing decisions. (Prakoso & Budiono, 2020).

4.7. The Effect of Social Media on Buying Interest

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.827	2.736		4.688	.000
X	.632	.073	.688	8.637	.000

a. Dependent Variable: Y

Source: (Izzati, 2020)

Figure 3. Relationship of Consumer Purchase Interest Variables

Based on the regression equation in the SPSS table output results in the table above, it is known that the regression equation obtained is as follows: $Y = 12.827 + 0.632 X$. This value indicates that X or Social Media has a positive effect on Y or buying interest of 0.632. The results of a simple linear regression test show that the influence of social media on consumer buying interest in the management study program at Pasir Pengaraian University is 63.2%. This is indicated by the respondent's statement to the questions asked related to consumer buying interest which was responded positively by most of the respondents (Izzati, 2020).

4.8. Discussion of Research Results the Effect of Social Media Marketing on Purchase Decisions

The results of the Social Media Marketing test on purchasing decisions show a positive influence of 0.233 on purchasing decisions, and the relationship is significant at the 0.05 level because the P Values are 0.004 and the t-statistic value is 2.895. So the first hypothesis which states that Social Media Marketing has a positive effect on purchasing decisions at Givanda Store Denpasar can be accepted. Social Media Marketing is a form of marketing that uses social media to market a product, service, brand, or issue by utilizing the audiences who participate in social media. By using Social Media Marketing. Marketing is expected that the products marketed can be known more widely by consumers who are far from the company's location so that it can improve consumer purchasing decisions (Kim & Kim, 2019).

4.9. Using Social Media to Personalize Experience Online Customer's and Product Customization⁴

Web 2.0 applications are the most suitable applications to carry out this strategy.: Web 2.0-enabled corporate website with online forum availability and social networking capabilities. This approach can increase customer loyalty, through individual offers to personalize their online experience, or customize the products they buy. These companies, including about.com, MySpace.com, Nike, Disney, Coca Cola, and many others, have experimented with assisted Web 2.0 which allows customers to customize products according to their specific needs or preferences. (Vinerean, 2017)

In addition to customizing websites, many companies have introduced interactive online applications known as “Configurators” (Piller and Walcher, 2006) and other tools that allow customers to customize part or all of the physical products they purchase online. Pioneers in this area include Kleenex, which allows customers to design product packaging (myklenextissue.com), photostamps.com which allows consumers to create United States Postal Service approved stamps, Heinz (myheinz.com) which invites customers to create their labels. From Heinz, M&M (nymms.com) soy sauce bottles that allow their customers to choose their favorite candy color, as well as print a personalized message on it (Saddhono, 2020).

4.10. Using Social Media to Personalize

Very different from conventional promotion methods, Community Press Marketing (CPM) offers three distinct advantages. First, it provides opportunities for marketers to not only present items/solutions to clients, but also to pay attention to complaints and suggestions from customers. Second, it allows marketers to recognize different categories of professionals or influencers among different categories, which in turn can aid in product development. Third, all of this is done at almost zero cost because most Social Media websites are provided free of charge, compared to conventional client outreach programs (Seo & Park, 2018). Social Media Promotion allows for:

- Generating exposure to the company.
- Increase customer traffic.
- Building new partnerships.
- Development of positioning, through search engine results positioning on the Internet.
- Quality, due to better prospecting projects.
- Sell more solutions and items.
- Reduction of overall promotional costs.

Western companies are investing progressively in QMS to connect with their clients. They are involved in constant connection to understand the client's needs so as to produce a product that is better suited to the client's needs. This is the best strategy to get input from clients about their needs and to get input about the shortcomings of the company's products. However, SMM's way of marketing and promotion should be tailored and targeted only to categories that have an interest in a particular domain. This is very different from conventional marketing strategies (Adebayo & Kongar, 2021).

According to other literature, the main benefits of Social Media marketing are reducing costs and increasing reach. The cost of social media platforms is usually lower than other marketing platforms such as face-to-face sellers, through intermediaries or distributors (Nadaraja & Yazdanifard, 2013). In addition, Social Media marketing allows companies to reach customers who may not be accessible due to time and location constraints of existing distribution channels. Social media platforms increase reach and reduce costs by providing customers with three areas of benefit (Watson, Leyland, Berthon, & Zinkham, 2002) (Nadaraja & Yazdanifard, 2013).

4.11. Risks of Social Network Marketing

While social networks can help companies spread good news quickly, they can also spread bad news quickly. Moreover, if customers want to vent their anger on a product or service, their customers can use social networking accounts as a medium for dissemination. Marketing Managers need to understand how to handle the situation quickly and effectively. What's more, because Social Media is not as widely moderated or censored as the mainstream media, customers can say whatever they want about a company or brand, be it positive or negative. The more responses or comments on Social Media about a product or service, the company concerned will look for ways to gain access to these conversations and take part in the dialogue in them. However, potential problems that companies using Social Media may face are privacy concerns and data security issues. (Nadaraja & Yazdanifard, 2013)

In addition, there are several media laws that must be taken into consideration regarding marketing through social networks which includes publishing or transferring content online. There are also certain laws governing advertising on social networks.

The lack of brand control makes business people have to be very careful in conducting market research and advertising laws, so as not to violate legal boundaries that apply, especially across borders. Advertising on social networks has a negative impact on product brands. Content on social networks is content that users, as end-users, create about their experiences with products, services, customer service, and so on. Content on such networks can be important for product marketing, where society has relatively little control, where users end of sharing experiences on their social networks (Prakoso & Budiono, 2020).

4.12. Social Network Marketing Opportunities

Social Media applications can be used as a marketing tool in different ways. They are low-cost, sourced from the "direct" voice of the customer which enables organizations to fine-tune their marketing activities, and at the same time anticipate potential problems that may arise. To tailor their online shopping experience to the products they buy. Social Media also opens up various opportunities for companies as a platform to take advantage of artificial intelligence (AI) and collective creativity; Social media can be used to encourage customer engagement with product brands as a form of contribution to the production process and innovation (Alshiekh, Shaalan, & Mezaine, 2019).

Social network marketing can be very profitable for businesses. (Dong-Hun, 2010) argues that, building a community around products and services is a potential strategy for building brand loyalty, building exit barriers, and facilitating viral marketing through emerging customer testimonials. The community can also be a source of innovation by asking for consumer input, and customer suggestions. Social networks can find new customers, and help conduct brand intelligence and market research

4.13. Study Results Website "Sosmed Store"

Website "Sosmed Store" is a provider of digital automation and optimization services with AI technology, quality, fast, and safe. This business entity has a commitment to popularize a business group on the Internet. The business entity uses superior services that can perform optimization of Social Media and Online Stores, virtual product providers connected to PPOB. The results of research conducted by (Nuraini, 2019) stated that social media marketing has a positive and significant effect on purchasing decisions.

According to other literature, the main benefits of social media marketing are reducing costs and increasing reach. The cost of Social Media platforms is usually lower than other marketing platforms such as face-to-face marketing or using intermediaries and distributors (Nadaraja & Yazdanifard, 2013)

In addition, there are some laws on Media available, because marketing through networks sausage al includes publishing or transferring content online. There are also settings specific laws, concerning advertising on social networks (Chen & Lin, 2019)

Based on the understanding described by (Adebayo & Kongar, 2021) using social media, marketing needs became make easy and takes less time than using conventional media such as newspapers and magazines. It was also explained that although the use of social media is more effective and efficient in marketing, the drawback lies in a fairly specific marketing target. However, this is not an obstacle for the "Sosmed Store" business entity, because the business entity already has a target market, namely entrepreneurs who want their business to be known more quickly by the public through the Internet.

The products offered by the "Sosmed Store" can also develop according to the needs of the intended target market. Based on the understanding obtained from the explanation (Nadaraja & Yazdanifard, 2013) the disadvantage of using Social Media is the risk of leaking user information. This does not apply to products offered by the "Sosmed Store", where the products offered do not require personal information at all from users or potential users. Because it does not store important data from its users, the products offered are rarely exposed to attacks cyber.

V. Conclusion

The influence of social media on business actors/business entities gets a good positive score. This is reinforced from the data on the DEIResearch discussion Worldwide in 2010 which showed that 60 percent of people stated that they might use social media sites to convey information. Nearly 60-70 percent of people say that recommendations from others online are valuable, credible, and honest, 49 percent of these consumers make purchasing decisions based on the information they browse on Social Media sites. Social Media can be a measure of marketing effectiveness that is influenced by aspects, namely the quality of content; involvement; and integration with other media platforms. According to a 2010 review from the Community Press Marketing Market, many businesses are using Social to increase the use of their weblogs. Most marketers use social media for promotional purposes, while companies show a slightly smaller number of social media usage. 76% of marketers invest at least 4 times each week in their Social Media as part of a promotional project.

Although there are more benefits, there are downsides to using Social Media for business entities, one of which is bad news can be delivered quickly. Moreover, if customers want to vent their anger on a product or service, they can easily use social networking accounts. Stores or Business Entities "Sosmed Store" has a target market, namely entrepreneurs who want their business to be known more quickly by the public through the Internet. The products offered by the "Sosmed Store" can also develop according to the needs of the intended target market. In the process of offering products, there is no need for personal information at all, both users and potential users. So, because it does not store important data from its users, the product sites offered are rarely exposed to virus attacks.

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