

## Efforts to Increase Brand Awareness of Compass Shoes through Digital Marketing Activities

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### Abstract

Digital Marketing activities are a strategy used by the Company to increase sales of the products they make to the public. Moreover, the Digital Marketing strategy used by the brand itself, with the aim of Compass Shoes being one of the local fashion product industries that is able to compete with fashion products in other countries so that Indonesian people know, are proud to use local products and are aware of industrial products fashion shoes. This study suggests aspects of Digital Marketing in building Brand Awareness as an effort to inform, persuade, and remind the Indonesian people about how Compass Shoes market their products ranging from Digital Marketing, Social Media, Messages, Promotional Mix Activities which are used to build Brand Awareness as the goal of study. This study uses a qualitative method that focuses on observation and literature study. Data obtained through observation and interviews and supported by researcher documentation. The informants consisted of two main informants and two additional informants. The results show that Digital Marketing in building Brand Awareness is done by managing the Website, Social Media Instagram and Marketplace which carry out activities in the form of Advertising, Taglines, Running Digital Marketing Techniques such as Social Media, Content Marketing, Social Media Organic, Product Marketing Landing Pages, and Personal Selling, as an effort to build Brand Awareness about Compass Shoes Industry Products.

### Keywords

digital marketing; brand awareness; social media



## I. Introduction

The role of the internet at this time is increasingly important in aspects of socio-economic and political life in a globalized world that has an impact on people's lives. The internet has become a necessity that cannot be separated from people's daily lives. Almost all aspects of consumer needs can be searched and met through the internet.

The internet has proven to be successful in stimulating changes in consumer behavior in the digital era. Before the internet, laptops and smartphones, shopping activities carried out by consumers were carried out conventionally. Consumers come to the store, look for, bid and choose the necessary needs. However, with the existence of the internet, consumers can do shopping without time limits.

According to a survey conducted by Hootsuite (*We are Social*), the effects of the Covid-19 pandemic have supported an increase in internet use for Indonesians. This increase further strengthens the influence of internet digital technology on the consumer behavior of the Indonesian people. Based on the *We Are Social* in February 2022, it was stated that there were 204.7 million internet users in Indonesia. Compared to the previous year, internet users in Indonesia increased by only 1% or equivalent to 202.6 million internet users. Based on the total population of Indonesia, which is 277.2 million people, it

means that 73% and half of Indonesia's population has experienced access to the digital world of the internet.



**Figure 1.** Digital Report Survey 2022 (Source: We Are Social)

According to the report in the image above, it can be seen that as many as 370 million Indonesians use cell phones. Likewise, it is known that there are 191 million active users of social media. Compared to last 2021, this year *We Are Social* found that there was an increase of 21 million Indonesians who are active on social media. The most widely used social media are *WhatsApp, Instagram, Facebook, TikTok, Telegram, Twitter, Line, LinkedIn*.

So that many companies make a business transition from conventional to digital business as a strategy in expanding their marketing network to reach potential consumers. Digital business is experiencing an increase because of various kinds of supporters, one of which is social media which offers the success of a business in a fast and easy way. Creativity is vital so that consumers are interested in buying the products or services offered.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

One of the marketing strategies that can be used by the Company to utilize digital media in providing *Brand Awareness Techniques Digital Marketing* ranging from *Social Media, Ads, Content Marketing, Organic Social Media, Product Marketing Landing Pages, Personal Selling, Sales Promotion and Public Relations*. Of the many kinds of these techniques, the following is the definition of Digital Marketing according to Chaffey and Chadwick (2016:11) "*Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives*". This means that *Digital Marketing* is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals. This can be achieved to increase knowledge about consumers such as

profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to each individual's needs.

Therefore, seeing the development of *internet digital* is getting faster. *Digital Marketing* is one of the techniques that can be used to develop the Compass Shoes business as one of the *Fashion*. The use of *Digital Marketing* with a broad and effective reach is one of the right choices for companies or business people compared to *marketing* conventional *Digital Marketing* is a marketing communication activity chosen by Compass Shoes as a marketing strategy. The concept of *Digital Marketing* uses Internet media in the form of a *Website, Social Media Instagram* and *Marketplace*.

Based on the problems that have been described, this study was conducted with the aim of finding out how the Efforts to Increase *Brand Awareness* Compass Shoes *Digital Marketing* by using 3 *marketing channels* through *Website, Tokopedia Marketplace* and *Social Media Instagram*.

Digital marketing is a form of modern marketing strategy, hope and new breakthroughs for business players for companies and SMEs which are expected to have a positive impact on companies and SMEs entrepreneurs. Digital marketing allows advertisers to communicate directly with potential customers without being distracted by time of day or geographic location. One of the best ways to eliminate and minimize clutter and communicate directly with consumers is to use digital marketing (Mahalaxmi and Ranjith, 2016). According to Saifuddin (2020), digital marketing is electronics, especially in the form of information technology, to carry out all business processes, such as buying and selling products, services, information, driving demand, and providing a digital touch to customers using technology. We can conclude that digital marketing is an advertising activity and market search through digital media on the internet by using various means such as social media, internet and marketplace. Because cyberspace doesn't just connect people. (Saifuddin, 2021)

Social media is one channel that supports communication in marketing merchandise quickly and profitably compared to selling directly to the market. Combining social media with marketing is to support marketing performance, along with the development of technology and information. Social media marketing is the process that empowers individuals and companies to promote their websites, products and services online and through social media channels to communicate with a much larger community that is not available through traditional advertising. (Fauziah, 2018)

*Website* is an application that can be accessed by everyone in various regions using the Internet network. A web page has document information such as text, images, sound, video using the HTTP (hypertext transfer protocol) protocol. There are many features that can be used on a website page, namely as a medium of information and promotion of a product or service. (Hayaty & Meylasari, 2018)

E-Commerce is defined as all forms of trade transactions or commerce of goods and services using electronic media. As e-commerce takes off, there has been a shift from just giving advice to selling online. While influence on purchases is still the largest online impact online, making sales is the highest growth category. The impact of e-commerce is the impact of the network on all purchases made offline. The influence of e-commerce can appear through any informational website. The impact of e-commerce occurs for both the sale of small goods (music, tickets, movies) and large goods (cars, houses).

*The internet* is a driving factor for the development of e-commerce and is an ideal infrastructure for running an online business, so the term e-commerce is synonymous with running a business on the internet.

Currently the E-commerce market is a very tempting gold mine for some people who can see the potential of the online market (online marketing). This growth is supported by data from the Minister of Communication and Information which states that the value of e-commerce transactions in 2013 has reached Rp. 130 trillion. (Fauziah, 2020)

Another theory that the researcher chose to complete this research is the theory of *Brand Awareness* which refers to the brand image or perception in the minds of consumers. Brand awareness directly influences consumer buying decisions and helps consumers in considering, consuming, and disposing of a brand of goods or services.

Brand awareness is the perceived value and trustworthiness of a product in the minds of consumers. It also affects the risk assessment and trust in the consumer's purchase decision according to the product image in his mind. Brand awareness is based on two factors, namely brand recall and brand recognition, these two factors affect the perception of value and product purchase decisions. Marketers seek to increase brand awareness among consumers through billboards and other advertising methods that lead to increased perceived brand value and help consumers to recognize and remember brands when they go shopping and purchase products or services. Brand awareness is measured as the ratio of market niches that consumers have the ability to recognize products that have prior brand knowledge. (Eka Septiarini, et. 2022)

Before entering into the research method, on this occasion the researcher will describe several previous studies that have become the researchers' reference for making and compiling this study. Several studies that explain the communication behavior of virtual groups or communities have been carried out with many diverse research objects, the research that the researchers chose as a reference includes research (Wahid and Anggun Eka Puspita, 2017) in a journal of Budi Luhur University with the title "*Efforts to Improve Brand Awareness PT. Go-Jek Indonesia Through Marketing Public Relations Activities*" revealed that PT. Go-Jek carries out various activities to build awareness of their company in the midst of intense competition in the online transportation business. The competition led to serious efforts from PT. Go-Jek to carry out *marketing public relations* as an effort to create their awareness.

Other previous research is research (Oktaviani, F., & Rustandi, D. (2018) in a scientific journal of BSI University students with the title "*Implementation of Digital Marketing in Building Brand Awareness*" with the conclusion that how to determine *digital marketing channels*, such as *channels* that will be used, message planning, and determining the promotional mix techniques that will be used by the company so that it can generate high trust and interest in consumers.

## II. Research Method

This research uses a qualitative approach using a literature review method. This research should also be carried out using the observation method, but because of the Covid-19 pandemic, the researchers gave up their intention to do this method. Instead, the researchers used observation by analyzing the *digital marketing channel* Compass Shoes starting from *Website, Social Media* and *Marketplace*.

Instagram This literature review method is carried out by researchers to collect data that can explain the concept of digital marketing for new media, as well as social media as well as several theories that support and complete this research. Literature review is a review of the literature related to the research to be carried out. Literature review is an important thing in a study, because with a literature review, the researcher will know more and more about the research that has been done related to and the relevance of the research

to be carried out by the researcher, so that researchers can understand and know the problems in previous research. (Sugiyono, 2017)

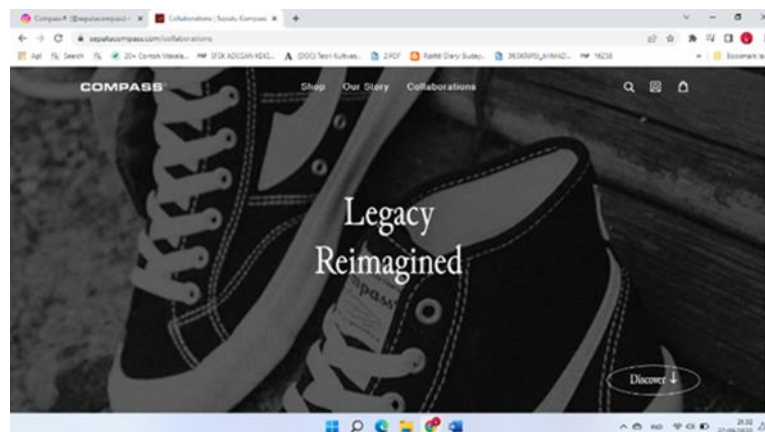
The object of this research is the Digital Marketing Channel for Compass Shoes. This research was conducted using a qualitative descriptive research design. Descriptive research was conducted to get an overview or description of the *Digital Marketing* that Compass Shoes did in increasing Brand Awareness. While qualitative analysis is a research procedure that produces descriptive data that can be analyzed. (Moleong, 2002)

### III. Results and Discussion

Currently Digital Marketing as a new industry in the world of marketing, the need to use the internet as a marketing medium is unstoppable. Starting from multinational companies to micro companies are competing to use this digital marketing concept strategy to get customers through internet media.

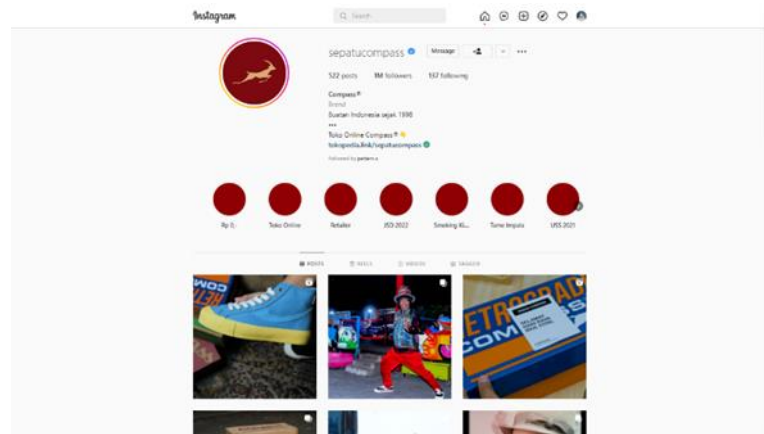
There are three important elements in the *Digital Marketing Concept*. All *digital marketing* activities carried out by *Digital Marketers* are increasing *traffic*, increasing *conversions* and increasing *engagement*. Of these three things are *Digital Marketing* in concept.

#### 3.1 How to Increase *Traffic* to Compass Shoes Brand Awareness



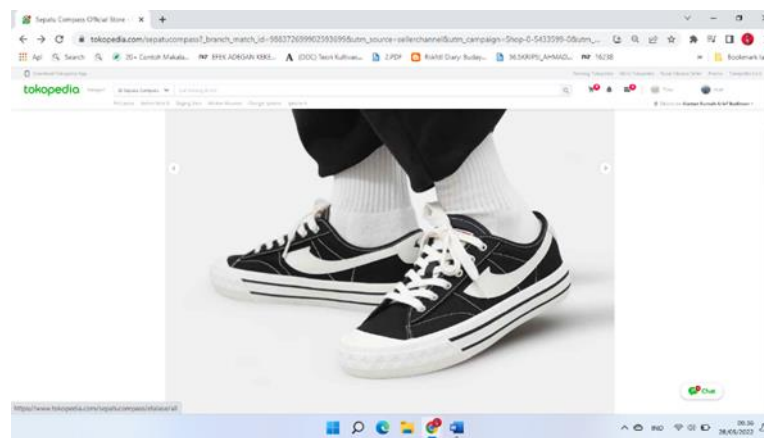
**Figure 2.** Display Website (Source: Arief Documentation, 2022)

Compass Shoes have their own website domain account, <https://sepatucompass.com/>. Fill *traffic* on the website, starting from the story of the Compass Shoes journey, the Collaboration Campaign and the Shop Marketplace Website. With the content that is presented starting from visual design images and headlines, it is expected to make website visitors interested in the content on their website. So that visitors to this website can directly buy Compass Shoes on the *website* or *Tokopedia*.



**Figure 3.** Display Instagram Social Media (Source: Arief Documentation, 2022)

As for the content in increasing *traffic* on *social media*, namely *Content Marketing*. Compass Shoes has *Instagram* as a *marketing channel*, *Instagram* is here as the main media used as a *marketing campaign* for Compass Shoes products. *Content marketing* is made starting from images, videos, and *campaign collaboration* with various *influencer* bands and *public figures*. With *Instagram Feeds* that are neatly and orderly arranged according to the *Campaign - Campaign Collaboration* that has been carried out until the beginning until now. *Instagram Feeds* that are neatly and orderly arranged according to the *Campaign - Campaign Collaboration* that has been carried out until the beginning until now.



**Figure 4.** Display Tokopedia Shoes Marketplace Compass (Source: Arief Documentation, 2022)

And for *channels*, the *marketplace* for Compass Shoes has *landing pages* to increase its *traffic*. It aims for consumers to focus on one product and quickly make transactions on *the website marketplaces*. *The landing page* is also an effective promotional media. Because, with the *landing page*, it can display a variety of short information in large fonts related to promotions or *marketing campaigns* that are being run by the company.

*Traffic* is website visitors or online property visitors (for example, social media accounts, blogs and the like). Website traffic is the number of visitors to a website or online property. The online properties in question are like social media Facebook, Instagram, blogs, forums and some of them. With the current digital era, *Traffic* is very important in the concept of Digital Marketing itself. With visitors on marketing channels

such as websites, marketplaces or corporate social media accounts, the more visitors there are, the more consumers will buy the products or services offered by the company.

Shoes Compass runs the concept of *digital marketing*, which is to increase *traffic* from the three *channels* it owns with *content* different of the three *channels*, the target of the compass shoe itself is to increase visitors from the three *digital marketing channels* (*website, social media instagram and marketplace*) while increasing sales of compass shoes and *brand awareness* compass shoes.

### 3.2 How to Increase Conversion of Compass Shoes Brand Awareness

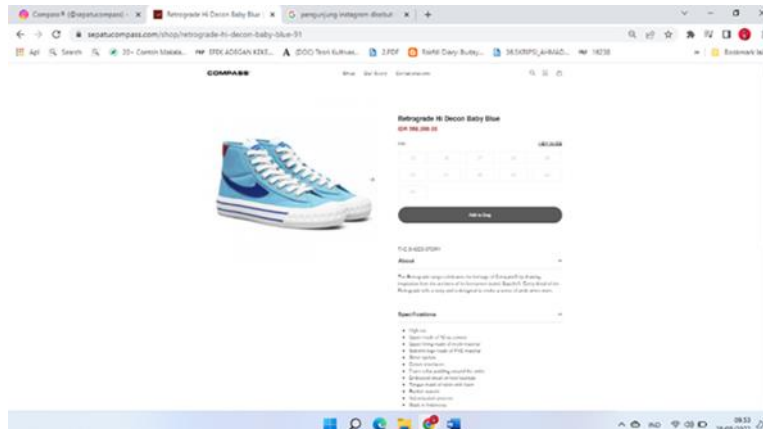


Figure 5. Display E-Commerce Website (Source: Arief Documentation, 2022)

Compass Shoes website focuses on displaying a landing page that contains all Compass Shoes collaboration campaigns and *e-commerce websites*. With the appearance of a website design that adjusts the use of the logo and the color of the compass shoes themselves, by using CTA (Call to Action) such as "Add To Bag" on the website so that website visitors are interested in buying compass shoes products.

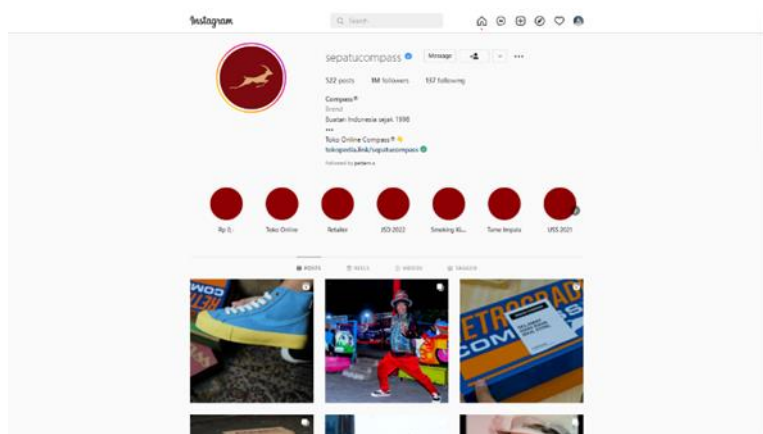
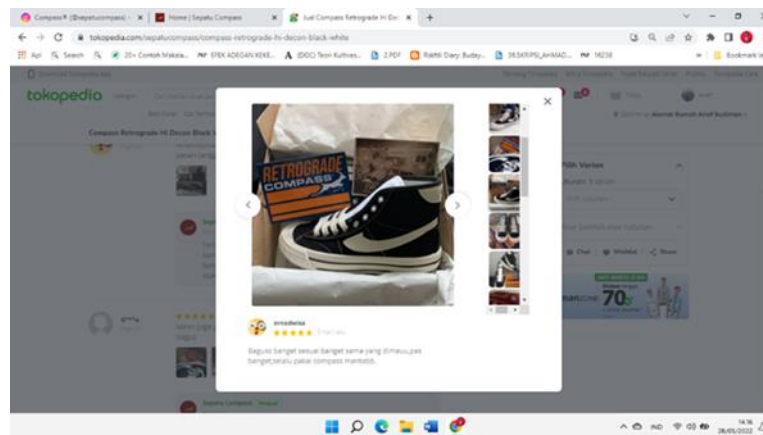


Figure 6. Social Media Instagram Compass Shoes (Source: Arief Documentation, 2022)

*Social Media Instagram* Compass Shoes focuses more on providing information on *marketing campaigns* by creating *Instagram posts, Instagram stories, Instagram video reels* and *collaboration video campaigns* to attract *Instagram followers* to buy compass shoes. It can be seen from the total Instagram posts that have been loaded by Compass Shoes as many as 522 posts of various kinds ranging from Instagram photos, videos and *reels*. With the strategy that has been carried out by the Compass Shoes marketing team, it

aims to increase *insight* on the Instagram platform, as seen from Instagram @sepatucompass which currently has more than 1 million followers in 2022.



**Figure 7.** Display of Consumer Testimonials on the Tokopedia Shoes Marketplace  
(Source: Arief Documentation, 2022)

*Marketplace* for Compass is focused on the sales channel for compass shoes. Admin service *E-Commerce* Compass Shoes Marketplace, it can make it easier for potential consumers to find out about compass shoe products. E-Commerce admins can also provide detailed information regarding the quality and ingredients of the products they have, so they can provide *customer experience*. In addition to providing a *customer experience*, it can be seen from the reviews of Compass shoes which always get a \*5 rating in the Tokopedia marketplace as well as positive reviews from consumers regarding the testimonials given by consumers, so that they can make consumers return to make purchases.

*Conversions* are users who are connected to the company's own business, including those who only contact *customer service* or company admins until they buy the products / services offered. *Conversion* is also referred to as a way to convert *website visitors*, *social media Instagram* and *e-commerce* into consumers or potential customers. At this stage is how to make visitors interested to see, learn and buy products / services marketed by the company. In this case, Shoes Compass makes this conversion strategy by displaying an attractive website design, creating CTA (*Call to Action*) content and creating a *landing page*.

The display design of a *marketing channel* such as *websites*, *social media* and *e-commerce* is a very important element. In the digital world, descriptions and explanations about the company's business can be shared through website pages on computer screens or gadgets of potential consumers. What they see when they open the website, that's where their perception is about the image of the business company. Usually a website has creativity that is different from each company and other competitors. For this reason, as digital marketers, they must be able to look ahead compared to competitors and other markets. Through a *website page design*, *social media* and *e-commerce* the company will find it easier to increase brand awareness and trust from visitors to *the website*, *social media* and company *e-commerce*. And he did it by adjusting the *website page design*, *social media* and *e-commerce* according to the target market for the Compass Shoes business.



CTA (*Call to Action*) is an invitation to website visitors to take action on the website in the form of buttons, telephone number forms or so on. Usually CTA uses invitation words or verbs in CTA such as "Contact Us Now", "Add to Cart" and so on. These words will attract the visitors to the website. CTA needs to be made attractive and prominent so that visitors are interested in seeing and taking action on *websites, social media marketing* and *e-commerce*. There are 3 most important things for companies to pay attention to when designing a website cover / above the fold starting from the headline, image / video and call to action.

Headline, is the biggest and thickest part above the fold. The company needs to explain the offer very attractively in this section. Usually the headline consists of 1-2 sentences. The average visitor to a company's marketing channel reads the headline within 3 seconds, then they decide to read on or end it. If the headline is considered unattractive, visitors are likely to close the company's marketing channel. So, make a headline sentence that attracts the attention of visitors.

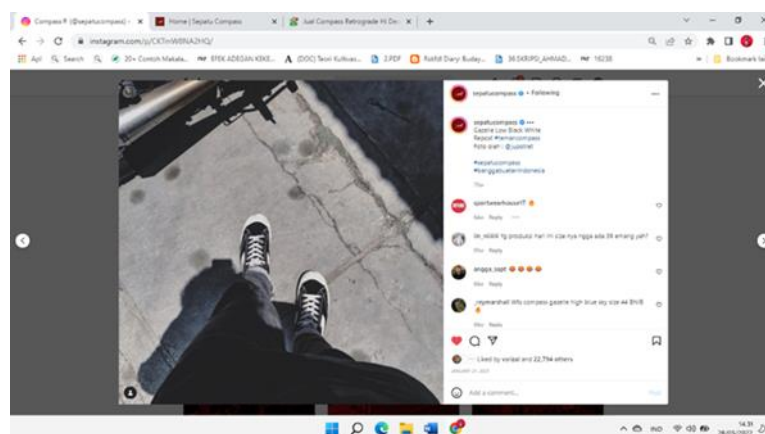
Image / Video, choosing the right image or video will make a big impact. Images do not always have to be about product images, but can use images that are related to the goods offered. And if you use video, it's even better to attract visitors' attention to posts on *websites, social media and e-commerce*.

Call to action, above the fold is the first place to put a CTA in a web page. Use an attractive and clear CTA. The likelihood of a visitor to take an action is higher than a website that puts a CTA at the bottom of the *website*.

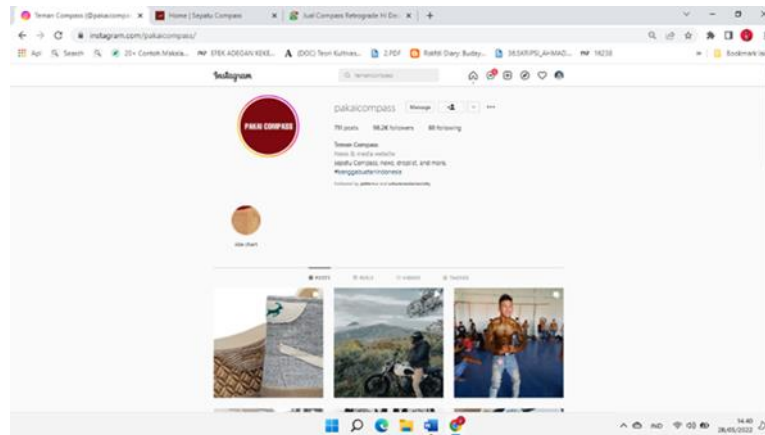
Companies must also create one page to advertise, with this 1 page of advertising referred to as the *Landing Page*. *The landing page* itself is a page on the *website* that can be visited by consumers to be interested in what is offered or advertised by the company. *The landing page* itself is well designed to have a purpose in using advertising or *digital marketing activities*. By using a *landing page*, companies can easily find out the conversion rate related to the marketing campaign that is being carried out or known as the *conversion rate*.

Shoes Compass implements the concept of *digital marketing*, namely increasing *conversions* from the three *channels* owned with *content* different. With this *conversion*, it can make it easier for consumers who want to apply for product returns / returns easily because of the customer service contacts in the three *channels*, and Compass Shoes have the concept of display design from the three *marketing channels* so that they can be interesting find out more about the brand itself.

### 3.3 How to Increase Engagement with Compass Shoes Brand Awareness



**Figure 8.** Display Engagement Content (Source: Arief Documentation, 2022)



**Figure 9.** View Instagram Compass Friends Community

Strategy *Engagement* implemented by Compass Shoes is carried out through *channels Instagram social media* only. That is by creating a community called "Friends of Compass" for consumers of compass shoe products. With this community, it is hoped that the compass company can build good communication with consumers. In addition, the strategy taken by Compass Shoes is to appreciate "Friends of Compass" for using compass products by reposting their Instagram posts, the Instagram admin @sepatucompass invites consumers to discuss to give suggestions / input for Compass shoes products in the future as well as to be able to easily improve *brand awareness* shoes compass.

*Engagement* is a way to improve or build a relationship or connection with the intended target consumer. To be able to get the right engagement, you need a variety of other auxiliary channels. With engagement in marketing activities, consumers can be interested in the company's products because of efforts to build good communication. Of course, this effort must be started from the company itself. With the communication that is established, there will be a reaction, effect, or experience felt by consumers. Especially after using a product or service that has been purchased.

In order to build *engagement* activities *marketing* properly, a *channel*. One of them is *social media*, with the advancement of this era, it is actually easier to get engagement for companies because of the presence of *social media*, such as *Instagram*, *Facebook*, and so on.

Compass shoes run a *digital marketing* namely increasing *engagement* from *Instagram social media channels* with *content* can invite all consumers and companies to be closer, such as *campaign* the #CompassForAll *brand awareness* compass shoes.

The implementation of the three digital marketing concepts proves that Compass Shoes have succeeded in utilizing the three *digital marketing channels* (*Website*, *Social Media Instagram* and *Marketplace*) in increasing *traffic – conversion – engagement* so that Compass Shoes are always growing and well known in Indonesia and abroad. It is undeniable that the internet is actually very important for *Digital Marketing* to increase *Brand Awareness*, this is because the internet is a place that is indeed used by humans as a means of communicating, accessing information and convenience in business for now.

## IV. Conclusion

The development of 3 digital marketing channel strategies carried out by Compass Shoes in increasing *brand awareness* has all proven effective in increasing sales of Compass shoes. Starting from the use of a *website* that is designed in accordance with the compass shoes logo theme, the contents of the *landing page* in the form of *content marketing* and marketplaces on the *website* can increase *consumer website traffic* so that they can attract attention and directly buy products inside the *websites*. Meanwhile, the social media strategy of compass shoes using the *Campaign Marketing* carried out by Compass Shoes is to carry out marketing techniques that follow the *trends* while increasing *branding* Compass shoes. In addition, Compass Shoes uses things that are currently viral in creating *Content Marketing on Social Media*, Compass Shoes. From *marketing campaign* to bind potential buyers, it can be seen from every daily sale that Compass Shoes are always sold out in the *marketplace* TokopediaAnd *marketplace* itself provides the *customer experience* for Compass shoes consumers, by providing product stock information, product details and creating product *landing pages* in the *marketplace* with the aim of attracting the attention of Compass Shoes marketplace visitors on Tokopedia and increasing sales so that shoe consumers compass to always come back to buy compass shoes products in the future. By using the concept of *Digital Marketing Traffic – Conversion – Engagement* performed by Shoes Compass can increase *Brand Awareness*. So that many people know about local shoe products Compass Shoes which always develop every year.

## Acknowledgments

Researchers would like to thank all parties who have helped in the process of making this research. Among them are Compass Shoes which have become the object of this research. Don't forget to thank the editorial team from the Communication Journal, Faculty of Communication, Tarumanegara University for the opportunity to share the results of this research. Finally, I would like to thank my parents and classmates for their enthusiasm and meaningful prayers for researchers.

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