

Online Marketing Communication Model of R80 Aircraft Fundraising (Netnographic Study for E-Commerce and Facebook @Kitabisadotcom)

Ayu Nurfitri Andini¹, Nani Nurani Muksin²

^{1,2}Faculty of Social and Political Sciences, Muhammadiyah University Jakarta
ayu.andini7@gmail.com, nanimuksin@gmail.com

Abstract

Kitabisa.com websites are focuses on social movements, with the market being foundations, and individuals who need social support/assistance. Kitabisa.com provides online donation platforms and technology for individuals, communities, organizations, institutions, and companies. This study aims to understand the online marketing communication process (messages, endorsements, media, target/audience, and feedback), analyze the online media used by the endorser group (fundraisers, donors, and Kitabisa.com page managers) as marketing communications to raise donations for R80 aircraft, knowing the supporting and inhibiting factors of online marketing communication for raising donations for the R80 aircraft, and finding an online marketing communication model for raising donations for the R80 aircraft. This research uses a qualitative approach with a netnography methodology. It was found that the online marketing communication process applied in raising donations for R80 aircraft through Kitabisa.com is based on online marketing communications that provide feedback channels for donors and influencers. In addition, the social media Facebook account @kitabisadotcom also plays a major role in maximizing User Generate Content (UGC) from influencer accounts, increasing reach through sharing activities (To Share), generating collaboration (To Co-operate) and increasing interaction. Some of the supporting factors include the character of Professor BJ Habibie as the architect of the R80 aircraft and also known as the Father of Indonesian Technology and the 3rd President of the Republic of Indonesia, the character of the influencers who support the donation-raising campaign, and the concept of storytelling plays a big role in mobilizing people to donate. This research was found the uniqueness online marketing communication models which has a new stage effect that occurs on the audience that they are feeling proud and buying merchandise and doing as a fundraiser.

Keywords

online marketing communication; e-commerce; R80 aircraft fundraising; Kitabisa.Com; social media; netnography.



I. Introduction

Recent developments related to the business world in Indonesia, the concepts of Social Enterprise (social enterprise), Social Entrepreneurship (social entrepreneurship), and Social Business Owner (social entrepreneur). Basically, they have entrepreneurial behavior with social goals and non-profit orientation.

According to (Jacques, 2010) the four criteria that reflect the economic and social entrepreneurship dimensions of the company are: activities of continuously producing

goods and or services, a high degree of autonomy, the presence of significant economic risk, the minimum amount of paid work. Social entrepreneurship, or social entrepreneurship is now one of the options for social service institutions to seek support in carrying out their programs. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

Based on what was conveyed by (Adiansah, Mulyana, & Fedryansyah, 2016) that every social service institution definitely needs funds in carrying out various service programs. In general, social service institutions obtain funding from various donors, both governments, private and individual.

Many of these organizations undertake social fundraising efforts from the community. This social fundraising is known as fundraising. The emergence of this local fundraising movement was triggered by the emergence of various natural disasters that hit Indonesia; landslides, earthquakes, fires, tsunami waves, and the impact of other social problems that occur in Indonesia and even abroad.

The importance of the financial aspect in the institution requires the institution to carry out fundraising practices so that the funding needs of the institution can be met. Fundraising activities for a social service institution are to finance the operations of the institution in order to survive, enlarge the scale of organizations and programs, build a supporting foundation and reduce dependence, strengthen bargaining positions and create effective and solid institutions.

This is a strong reason for institutions to carry out fundraising activities, besides that this is also the basis that fundraising activities are an obligation for social service institutions to continue to grow.

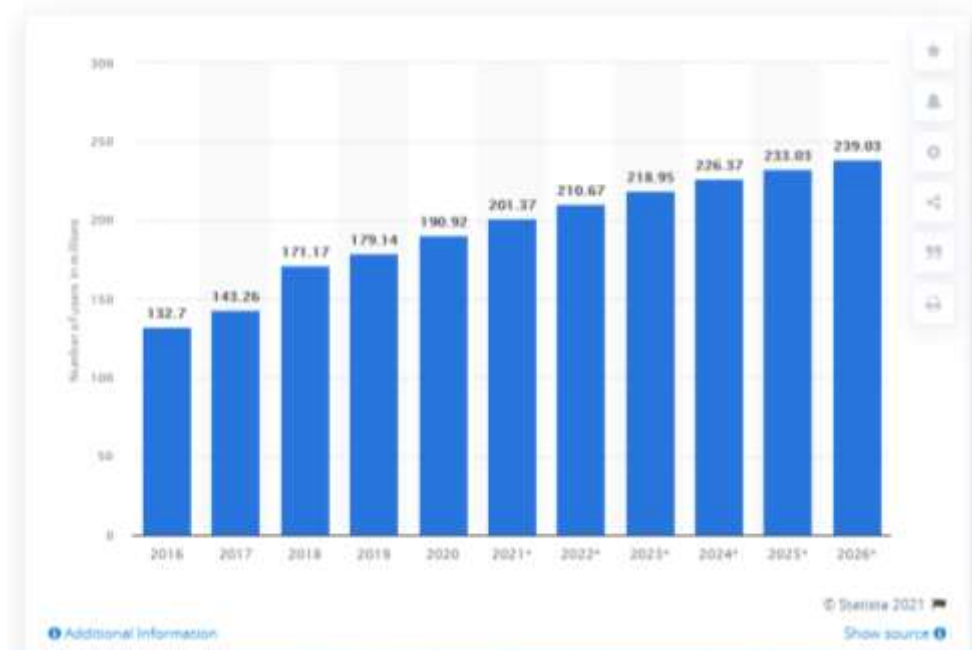
The emergence of this creativity is motivated by the awareness that donor countries will not always help Indonesia, so that alternative and diversified sources of fundraising are needed to anticipate if one day donor countries leave Indonesia. We can read this excitement and excitement through the proliferation of social solidarity publications, both in print and electronic media. In the business world, corporate philanthropy (social philanthropy) activities have been taking place increasingly lively (Huseyin, 2014).

Fundraising actors known as fundraisers must be able to understand the donor's point of view, because fundraising is always related to people as well as selling goods. The role of fundraisers, which are generally carried out by humans, is now starting to shift to web media. The message content in the donation drive is neatly packaged without the impression of pitying and asking, but more on promotional techniques and program offers. The technique, of course, has to convince people to donate and show the reasons why the activity is important. One of the fundraising techniques is campaign or campaign, which is a fundraising strategy by conducting campaigns through various communication media, including through social media accounts belonging to related companies/social organizations.

The media used can be in the form of posters, brochures, banners, leaflets, stickers, print media and online media, the internet, and so on. The function of this media is as a channel of communication and promotion of institutional programs, caring for donors and earning adequate income. The form of this model can be in the form of advertisements, financial reports, program coverage, donor profiles and beneficiary profiles (Destiana & Salman, 2015).

The dynamic and fast-paced life of modern society tends to create new opportunities for digital activists to create web-based donation-raising services. The internet has become a very big influence for all lines of people's lives. The internet as a new media is the main reference for people to interact. Communication and interaction that was originally done offline, is now starting to move into the online world. An interactive form of communication becomes a new form of service available through online-based new media.

The following is data on internet access users in Indonesia in 2016 and predictions for their increase until 2026:



(Source: <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/> accessed on 20 July 2021)

Figure 1. Graph of the increase in internet users in Indonesia in 2016 and their predictions until 2026 (in millions).

From the data, the penetration of internet users is increasing from year to year, then it creates opportunities for the birth of start-up businesses in various business fields, ranging from online transportation, and e-commerce services. One of the social e-commerce companies in Indonesia is Kitabisa.com. The Kitabisa.com page focuses on social movements, with the market being NGOs, foundations, and individuals who need social support/assistance.

Kitabisa.com provides an online platform and technology for individuals, communities, organizations, and companies (called #OrangBaik) who want to:

1. Raise funds by creating an online donation page (called a campaign page) for various social, personal, creative and other purposes.
2. Donate anytime online and choose various campaigns posted on the kitabisa.com page according to the category or organization he cares about to help.

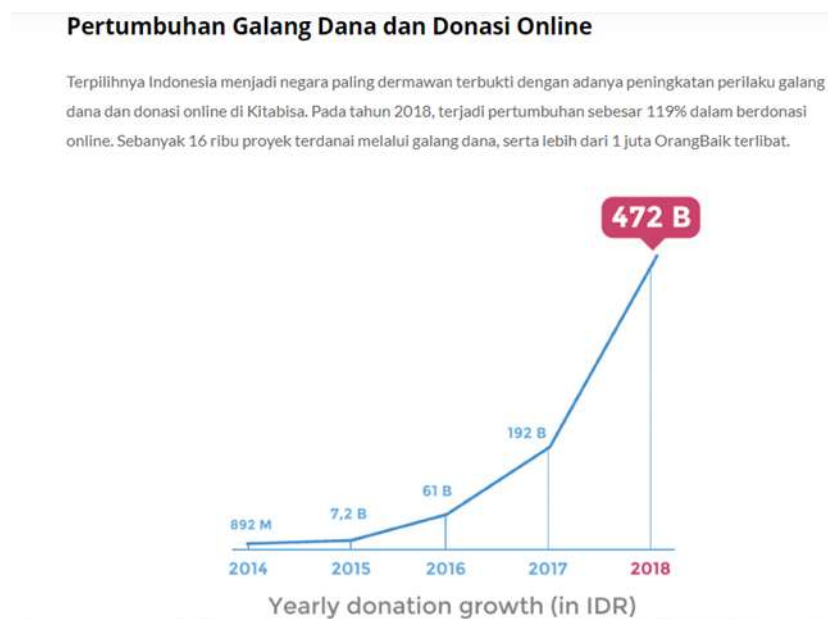
This research was conducted by selecting a page that is considered to have a donation-raising page that is quite in demand by the public with variants of success at home and abroad.

This page-based donation fundraiser is the first time to carry out a fundraising program with the campaign title: Portraits For Life. This program is to help provide PMI blood donor buses in 2014 – 2015. With the successful acquisition of Rp 525,000,000, - for one bus car PMI blood donation. This PMI blood donor bus is used for mobile blood donation activities in campus, offices, and to reach residents' housing areas. (Source:<https://kitabisa.com/campaign/busdondar>, accessed 26 January 2019)

The most recent donation raising which is quite phenomenal is the fundraising for the R80 aircraft. The program, which was implemented since August 4, 2017, has succeeded in raising funds of Rp 9.4 billion from around 26,000 donors and support assistance from 174 fundraiser accounts. This non-disaster fundraising and carrying the big idea of nationalism invites sympathy from many groups. (Source:<https://kitabisa.com/pesawat80>, accessed 26 January 2019)

In line with opinion which was conveyed by the CEO of Kitabisa.com, Alfatih Timur through the media *coil.com* in 2017, that viral stories and actions initiated by figures also attracted the attention of residents. Such as the viral story of the medical costs of Adam Fabumi's baby (Rp 574 million), Ridwan Kamil's invitation to help the Rohingya (Rp 4.3 billion), the R80 aircraft joint venture by BJ Habibie (Rp 7.4 billion), to the latest Indonesian Kpop fans who raised funds for Palestine (Rp 400 million). (source:<https://kumparan.com/@kumparannews/galang-dana-terpopuler-2017-bantu-orang-sakit-to-isu-humanan?ref=bcjuga> accessed January 26, 2019)

The communication technology through website-based donation raising carried out by *kitabisa.com* has achieved a significant increase in donations from year to year. The following is data on donations from 2014-2018 and 2019-2020:



(Source:<https://blog.kitabisa.com/kitabisa-online-giving-report-2018-indonesia/> accessed 20 June 2020)

Figure 2. Data on donations obtained through the *kitabisa.com* page for 2014-2018 (in billions).

Kitabisa.com is one of the crowdfunding pages in Indonesia. In addition, there is *caringsihat.com* which is engaged in supporting the fields of health, education, and the

environment, Benihbaik.com which is also engaged in almost the same field as Kitabisa.com, and Wujudkan.com which helps artistic and cultural creative projects, and social.

Kitabisa.com's fundraising for R80 aircraft is a unique phenomenon that is owned by kitabisa.com, because more than 70% of its programs are fundraising for health and education. The R80 aircraft procurement content is unusual and very different from other donation-raising content on kitabisa.com.

This issue is important to research because with the acquisition of more than Rp. 9 billion during the year, the collection of donations has involved around 170 fundraisers (fundraisers).

The rampant crowdfunding business competition encourages business management companies to sort out and run marketing communications in the right way and with the right targets.

Marketing communication in managing a company is very important because it is part of the business solution. The higher level of competition in controlling the market, requires companies to use a good marketing communication strategy (Cangara, 2013: 38).

In line with the development of companies in developed countries, especially digital disruption in various promotional activities, it creates other options and makes marketing communications begin to move in a process known as integrated marketing communication (IMC). Marketing communication techniques that include integrating various elements of promotion and other marketing activities.

Kitabisa.com has customers: non-government organizations (NGOs), foundations, and individuals who need social assistance/support. In addition, the consumer network is the fundraisers or donors who can be referred to as #OrangBaik.

Kitabisa.com uses advances in technology to be a connector and bridge between customers and good people who donate. Activation of content and all menus presented on the Kitabisa.com page, activation of publications in the media, become integrated marketing communication tools that are studied.

Compared to other crowdfunding sites, kitabisa.com tends to have a different form of integrated marketing communication and touches donor networks through social media: Instagram, Facebook, and even YouTube.

Traditionally, the promotion mix includes four elements, namely: advertising (advertising), sales promotion (sales promotion), publications/public relations, and personal selling. However, George and Michael Belch added in the promotional mix, namely direct marketing and interactive media. Interactive media is the main character of online communication.

Kitabisa.com, in achieving maximum gains from the R80 Aircraft donation-raising program, carried out different integrated marketing communications, namely creating gimmick and sales promotions designs that attracted public interest. This is what other crowdfunding sites don't do, call it Gandengtangan.org and realize.com.

The purpose of this study was to understand the online marketing communication process (messages, endorsements, media, target/audience, and feed back) about raising donations for the R80 aircraft.

II. Research Method

The research method used in this study is a netnographic study method. Some researchers argue that netnographic studies as one specific method, are used to examine online culture and communities. In a study entitled *Netnography: A Method Specifically Designed to Study Cultures and Communities Online* conducted by Gary M. Bowler, Jr. from Nova Southeastern University, Fort Lauderdale, Florida, USA (The Qualitative Report, Volume 15 Number 5 September 2010 1270-1275) who in his scientific journal stated that netnography is the best source with richer qualitative methods for research and is a very useful entry for novice qualitative researchers.

The observation technique was carried out using two stages of research using the netnographic method (data collection and interpretation). The difference is in the focus of the media studied, namely the Kitabisa.com e-commerce media which is connected to the @kitabisadotcom facebook account.

In-depth interviews were also conducted to obtain complete, in-depth, and credible data and information to fulfill the research objectives. In qualitative netnographic research, the presentation of events and facts related to raising donations for the R80 aircraft is carried out through observing online e-commerce media and the @kitabisadotcom facebook account, interviews, reviewing documents and documentation, then analyzing and describing one by one the conditions for further analysis. The data in this qualitative method are collected through in-depth interviews, netnographic observations and studies, and take advantage of developments found in the field and re-verified with theories that emerged during the research.

The technical analysis of the data used in this research is to use two stages of the netnographic method model.

III. Result and Discussion

3.1 Online Marketing Communication Process Donation Raising for R80. Aircraft

The online marketing communication process in raising donations for the R80 aircraft is divided into several elements, namely: messages, endorsement, target/audience, and feedback. The following is a presentation of the research results.

3.2 Elements of Message, Endorsement, media, target/audience, and feed back.

In the online marketing communication process in raising R80 aircraft donations carried out by the e-commerce management team www.kitabisa.com, the first stage needed in the online communication process is the preparation of content or in this case the message to be conveyed.

Based on the results of interviews through the Microsoft Teams application with primary informants, namely Alfatih Timur as CEO of Kitabisa.com said that:

"First, we make the story telling content, what is the urgency." (Source: interview via the Micosotf Teams application with Alfatih Timur, 13 August 2020)

Through this direct statement from the CEO of Kitabisa.com, it was found that the first stage in an online marketing communication process is how the content or message is made into a series of stories or story telling and what is its importance.

The following are some display of message content in online marketing to raise R80 aircraft donations through Kitabisa.com E-Commerce:



(source: www.kitabisa.com/pesawatR80 accessed at 7December2019)
Figure 3. Display of the 2019 R80 aircraft donation fundraiser.



Figure 4. 2021 view (source: www.kitabisa.com/pesawatR80 accessed on January 25, 2021)

Elements of messages displayed in online marketing communications through E-Commerce www.kitabisa.com/pesawatR80 made in the form of story telling or a series of stories.

The message elements displayed in online marketing communications through social media accounts, namely Facebook @kitabisadotcom are made in a series of stories with more detailed and longer content displays in onetimes the upload frequency. Here's how it looks:

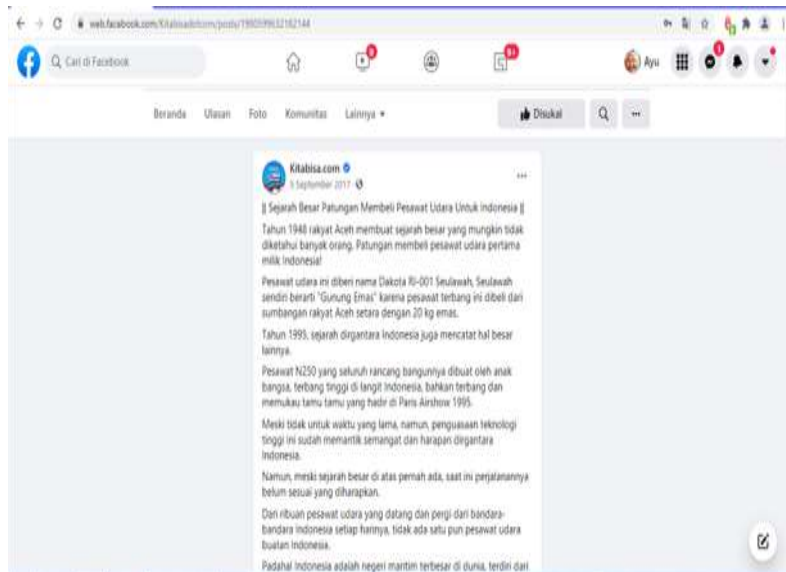


Figure 5. Display of message content about the great history of the joint venture to buy airplanes for Indonesia which was uploaded on 5 September 2017 on the @kitabisa dot com facebook account. (source: facebook @kitabisa dot com)

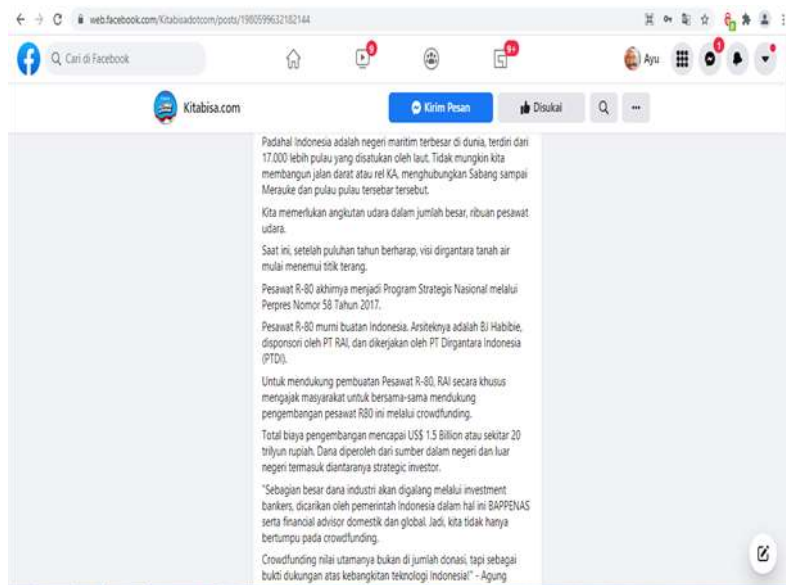


Figure 6. Display of message content about the great history of the joint venture to buy airplanes for Indonesia which was uploaded on 5 September 2017 on the @kitabisa dot com facebook account.

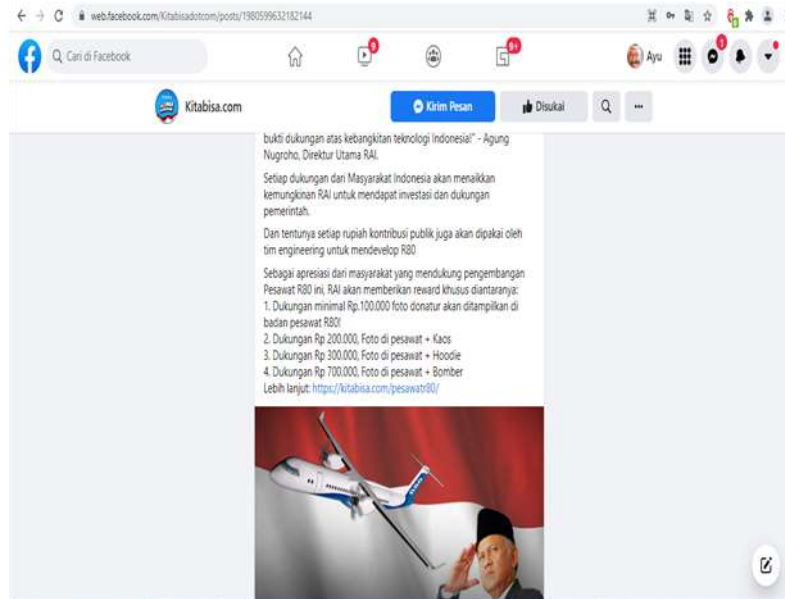
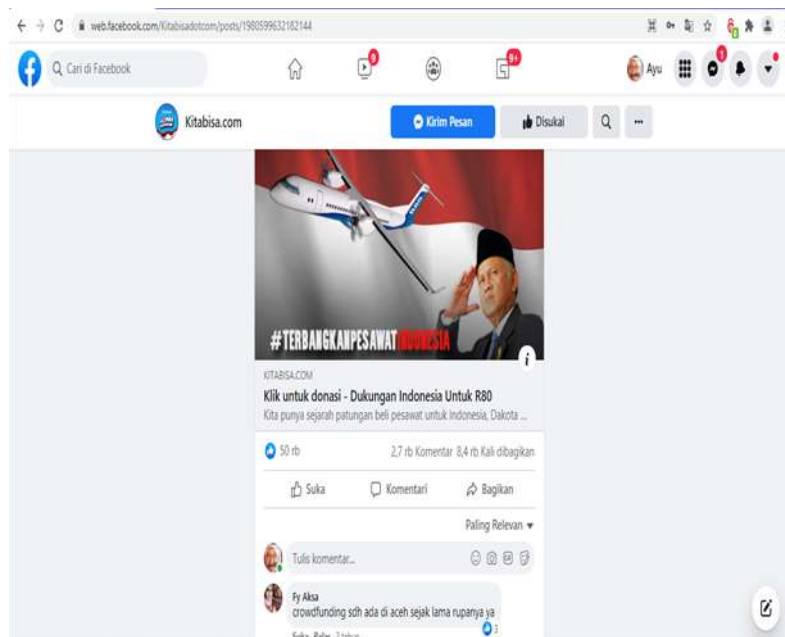


Figure 7. Display of message content about the history of the large joint venture buying aircraft for Indonesia which was uploaded on September 5, 2017 on the @kitabisadotcom facebook account (source facebook @kitabisadotcom accessed on 20 June 2020).



(source: facebook @kitabisadotcom accessed on 20 June 2020)

Figure 8. Display of message content about the great history of the joint venture to buy airplanes for Indonesia which was uploaded on 5 September 2017 on the @kitabisadotcom facebook account.

The content of this message was liked by 50,000 people, received 2,700 comments and 8,400 shares.

Content uploads with the same title, apart from being uploaded on the main channel of the kitabisa.com page, are also displayed on the @kitabisadotcom facebook account, as follows:



(Source: facebook @kitabisa.com accessed on 20 June 2020)

Figure 9. Uploaded video content uploaded to the Kitabisa.com Youtube channel on September 26 2017, uploaded to the Facebook fanpage account @kitabisa.com on September 20, 2017 and also uploaded to the main channel of the Kitabisa.com page on August 4, 2017.

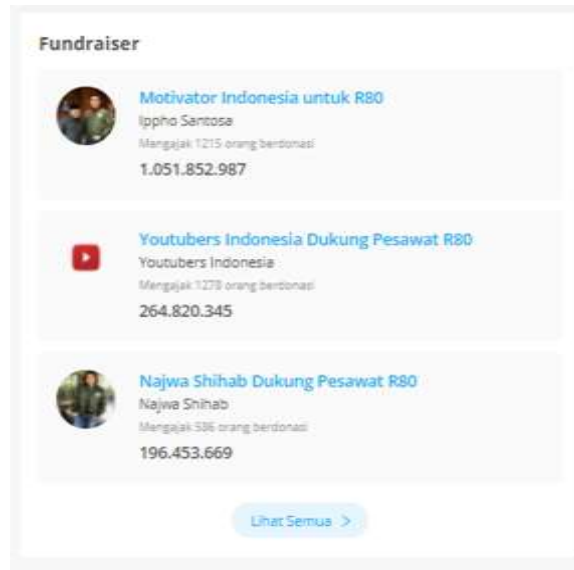
Observing the time pattern or upload date of the above content, it appears that the main content comes from the kitabisa.com page channel (the earliest upload schedule) which is then distributed to other social media channels, including the @kitabisa.com facebook fanpage account with style different message content writing.

In addition to message content, the marketing communication process is also influenced by the endorser element. When asked why the kitabisa.com page was interested in becoming an endorser to raise donations for the R80 aircraft, based on the results of an interview with Alfatih Timur, the CEO of Kitabisa.com answered as follows:

Because his vision was the late BJ Habibie, yes, his vision was great, very good. And when I was also told by Mas Ilham, I was also called, and I think this is a call for me too. The best opportunity, for the Indonesian people to make history again in a joint venture. (Source: interview via Microsoft Teams app with Alfatih Timur, 13 August 2020)

It is known that in Kitabisa.com's donation-raising culture, endorsers are commonly referred to as influencers, as Alfatih Timur said, that they often use the term influencer because these influencers carry out their duties and obligations voluntarily without any agreement. They are popular figures in Indonesia who carry out their duties as fundraisers for one of the programs.

The following is a sample of influencers listed as fundraisers for the R80 aircraft in the main channel for raising donations at kitabisa.com:



(source :www.kitabisa.com/pesawatR80 accessed on June 20, 2020)

Figure 10. Special column for R80 aircraft donation fundraiser data display.

Listed are three fundraisers for the R80 aircraft with the three highest donations.

Ippho Santosa is an influencer and prominent Muslim entrepreneur in Indonesia. He is also known to the public as a motivator for the business world in Indonesia. It was stated that Ippho Santosa raised funds for the R80 aircraft on behalf of Motivator Indonesia, and invited 1,215 people to donate. In his position as a fundraiser, the acquisition of donations was at the highest rank, namely Rp. 1,051,852,987,-.

The main role of influencers www.kitabisa.com/pesawatR80 is:

1. Disseminate the content of an invitation to donate to the public through their respective social media accounts
2. Conduct two-way communication or respond well to all questions from their followers/followers on their respective social media accounts
3. Provide awareness or appeal to the public about the spirit of nationalism to commit and support the rise of technology belonging to the Indonesian nation through the manufacture of R80 aircraft in the country.

For the criteria for influencers, the CEO of Kitabisa.com stated in his interview that there are several criteria set for selecting influencers to raise funds for the R80 aircraft.

“First of all, their values and interests are the same or relevant to the topic being discussed. Because this is when we talk about innovation. And they also have a close relationship with Pak Habibie. Then the second one, we are looking for those with high reach and influence too. Let the reach that is achieved is high.”

(Source: interview via the Microsoft Teams application with Alfatih Timur, 13 August 2020)

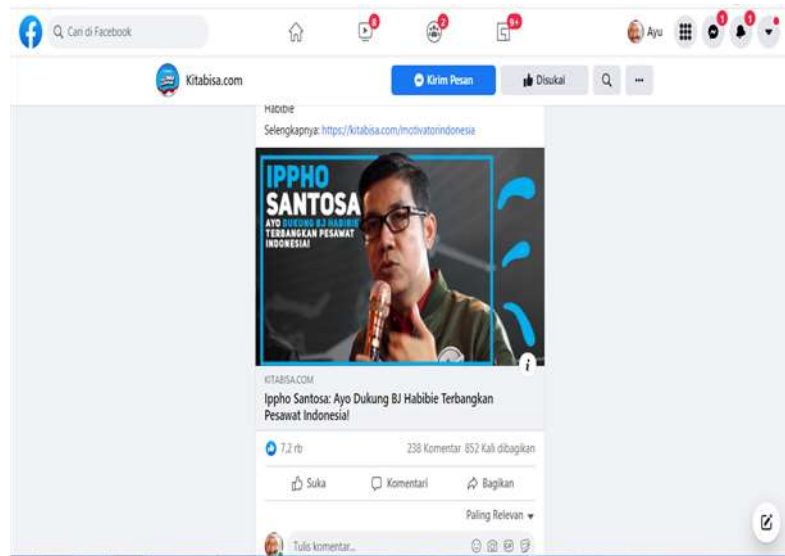
Based on the results of the interview, it was identified that the criteria for influencers for raising donations for the R80 Kitabisa.com aircraft were:

1. Having the same values in social issues and the same interests with the main topic to be marketed, namely supporting the manufacture of R80 aircraft.
2. Having closeness and supporting Professor BJ Habibie's thoughts on the importance of making the R80 aircraft as an aircraft product from Indonesia.
3. Having a profile as an influential figure.

Some of these criteria are represented by the profile of Ippho Santosa, who is a very influential Muslim businessman in the country, with a Facebook fanpage called Ippho Santosa and the Khalifah Team with likes reaching 840,542 likes.

The fundraising for R80 aircraft through the kitabisa.com page is also supported by several Indonesian artists, including: Nadine Chandrawinata, Andien Aisyah, Danang The Comment, several figures from the world of other mass media, namely Najwa Shihab and Rosiana Silalahi, as well as religious leaders, namely Ustadz Yusuf Mansur and Wirda Mansur.

In addition to uploading message content on the personal accounts of influencers/fundraisers, donation-raising content with disaggregated influencers is also uploaded to the Facebook social media account from kitabisa.com.



(source: <https://web.facebook.com/Kitabisadotcom/posts/1995283197380454> accessed on 12 June 2020)

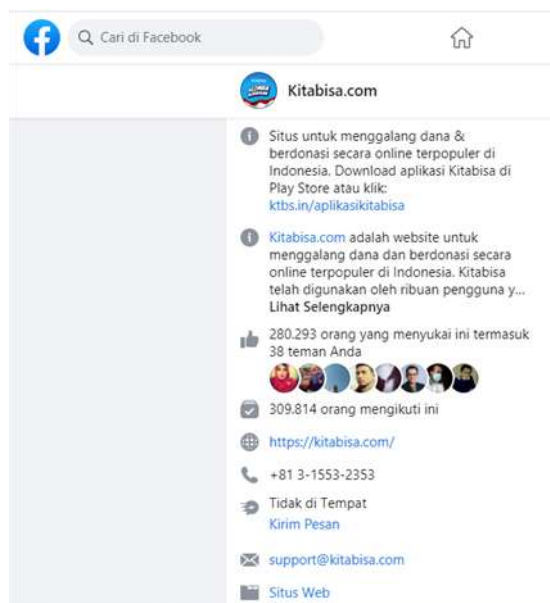
Figure 11. Uploaded on facebook account @kitabisa.com on October 14, 2017.

In addition to the influencer criteria, the main consideration is also the target criteria or target market for the R80 aircraft donation raising program.

Alfatih Timur stated in his interview that demographically, fundraising through kitabisa.com targets audiences from the age group of 25 to 35 years, living in big cities in Indonesia, coming from the middle and upper middle economic class, already work and earn.

Especially for feedback services to donors, kitabisa.com provides several facilities, namely:

1. Content list of questions most frequently asked by donors and their followers. This list is known as FAQ (Frequently Asked Questions) which have been uploaded and equipped with their respective answers. This content was uploaded on the main channel of the kitabisa.com page with the title: Campaign R80 FAQ.



(Source: facebook account @kitabisiadotcom accessed on 20 June 2020)

Figure 14. The support email address listed on the @kitabisiadotcom fanpage account.

4. Feedback service from the Kitabisa.com page to the fundraiser is provided in the form of a special fundraising page with a name created according to the name or community. Through this page, influencers who act as fundraisers can independently distribute content that has been uploaded on their fundraiser page on the Kitabisa.com page to their social media accounts or belonging to their community.

The following is the data of 5 fundraisers www.kitabisa.com/pesawatR80:

No	Influencer Name	Fundraiser account name on www.kitabisa.com/pesawatR80	URL Link at Kitabisa.com
1	Ippho Santosa	Indonesian Motivator For R80	https://kitabisa.com/campaign/motivatorindonesia
2	Indonesian Youtubers	Indonesian Youtubers Support Aircraft R80	https://kitabisa.com/campaign/youtubersuntukr80
3	Najwa Shihab	Najwa Shihab Supports Aircraft R80	https://kitabisa.com/campaign/najwashihabuntukr80
4	Nasrallah	Fortune Magnet For Airplane R80	https://kitabisa.com/campaign/magnetrezekir80
5	Saturday	Support the R80 Aircraft with Saptuari	https://kitabisa.com/campaign/r80untukindonesia

(Source: www.We can.com/planeR80)

In accordance with what Alfatih Timur said when interviewed, about the feedback service provided by kitabisa.com, the following are:

"If on the social media, Kitabisa.com is there for donors, a column is provided for comments and can also convey it on the wall. The feedback will come from our management team on social media, at least Panyo's team is on standby to answer questions from donors. For feedback to influencers, you can go through the hub center line, and you can directly email support@kitabisa.com." (Source: interview via the Microsoft Teams application with Alfatih Timur, 13 August 2020)

IV. Conclusion

Based on the exposure of research data and analysis, the following are some conclusions. The online marketing communication process applied in raising donations for R80 aircraft through Kitabisa.com is based on online marketing communications. The message content about raising donations for R80 aircraft comes from two sources, namely PT. RAI and Kitabisa.com, then message content is distributed to various social media channels, both managed directly by kitabisa.com (facebook @kitabisa.com) and social media accounts belonging to influencers or fundraisers, as well as providing feedback channels for donors and influencers/ fundraiser. The online media used by the endorser group (fundraisers, donors, and the Kitabisa page manager). com) as a marketing communication to raise donations for the R80 aircraft, namely there are two major categories of online media. First, is organic social media. This means that social media functions are carried out organically according to available facilities and not for advertising. From the first, it is divided into two social media channels, namely social media accounts with posting outrage functions and organic social media from the influencers' accounts, and for the second online media category, using paid social media categories. Facebook social media @kitabisa.com plays a role in maximizing User Generate Content (UGC) from influencer accounts, increasing reach through sharing activities (To Share), generating collaboration (To Co-operate) and increasing interaction. This means that social media functions are carried out organically according to available facilities and not for advertising. From the first, it is divided into two social media channels, namely social media accounts with posting outrage functions and organic social media from the influencers' accounts, and for the second online media category, using paid social media categories. Facebook social media @kitabisa.com plays a role in maximizing User Generate Content (UGC) from influencer accounts, increasing reach through sharing activities (To Share), generating collaboration (To Co-operate) and increasing interaction. This means that social media functions are carried out organically according to available facilities and not for advertising. From the first, it is divided into two social media channels, namely social media accounts with posting outrage functions and organic social media from the influencers' accounts, and for the second online media category, using paid social media categories. Facebook social media @kitabisa.com plays a role in maximizing User Generate Content (UGC) from influencer accounts, increasing reach through sharing activities (To Share), generating collaboration (To Co-operate) and increasing interaction. divided into two social media channels, namely social media accounts with outrage posting functions and organic social media from the influencers' accounts, and for the second online media category, using paid social media. Facebook social media @kitabisa.com plays a role in maximizing User Generate Content (UGC) from influencer accounts, increasing reach through sharing activities (To Share), generating collaboration (To Co-operate) and increasing interaction. divided into

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