
Bobabox Marketing Communication Strategy in Building Brand Image through Instagram Social Media

Sapta Wahyu Pratama¹, Abdul Rasyid²

^{1,2} State Islamic University of North Sumatra, Medan, Indonesia

^{*)} Corresponding Author: sapta0603201105@uinsu.ac.id

Article History

Submitted : 21st June 2024
Revised : 2nd July 2024
Accepted : 9th July 2024

KEYWORDS

Strategy Marketing
Communication,
Bobabox,
Brand Image

ABSTRACT

By putting the correct marketing plan into practice, a firm can increase consumer trust in its brand and increase that brand's loyalty. In Medan, the use of Instagram for boba drink product marketing has the potential to capture a significant portion of the market, so beverage businesses will find it easier to establish a positive brand image with careful use and promotion. The purpose of this study is to identify and characterize Bobabox's use of Instagram social media for brand image building in marketing communications. This study, which was carried out at the production head office, Bobabox Jl. Setia Budi No. 157 in Medan City, employs descriptive qualitative research methodologies. It will be put into practice in April and May of 2024. The results of this study show that @bobabox.id uses five elements of marketing communication in building brand image including, advertising by using the Instagram ads feature, sales promotion by creating promotional content and collaboration, public relations providing the best service, direct marketing presenting linktree to facilitate consumers and personal selling through endorsements.

INTRODUCTION

The marketing industry is currently growing, businesses are starting to innovate and turn to the use of social media for marketing purposes. Instagram is one of the social media platforms used for this purpose (Cry Cinta P. Anjeli, Betris L. Lengkong, 2022). The use of Instagram as a marketing tool makes culinary entrepreneurs like Bobabox required to have the ability to adjust and utilize advanced technology in the current marketing landscape (Mulitawati & Retnasary, 2020). In Medan, boba beverage products can be marketed through Instagram and have a significant market share. Therefore, beverage entrepreneurs can more easily build a strong brand image and grow their business rapidly by using the right usage and marketing strategies (Mone Manggi et al., 2024). Medan is a strategic place to live, for those who have high creativity in making various kinds of superior beverage products. Maintaining a product brand over time is not enough to guarantee public acceptance of the promoted goods. Bobabox has dozens of stores spread across Medan, and to maintain this requires a variety of ideas and tactics to keep a product's brand at the forefront (Rina & Yuriadi, 2019).

Bobabox is a boba drink brand from Medan City which was founded in July 2020. Even though it identifies as a boba drink seller, Bobabox has a characteristic drink with homemade palm sugar, homemade boba and no artificial preservatives and no artificial sweeteners, so it is safe for consumption. Although initially Bobabox did not have an outlet but was still selling around private land on Jl. Setia Budi, now in 2024 Bobabox already has 20 outlets. This can happen because the owner since the first year has registered his products digitally such as Gofood, Grabfood and ShopeeFood, with the sophistication of technology, Bobabox has dozens of outlets and stands actively until now. Bobabox also markets its products with the help of social media such as Instagram. By having a product, Bobabox has won 2nd place in business entrepreneurship talent with this achievement Bobabox products are able and ready to compete with other products. Not only that, Bobabox has

registered and has had an Intellectual Property Rights (IPR) certificate in the first year, because with brand rights registered in IPR, it makes it easier for the public to recognize in digital marketing, so that it can be one of the marketing strategies in building product image and reputation. As a business, Bobabox needs a good brand image. With a strong and positive brand image, it can provide added value for Bobabox and can differentiate Bobabox from competitors or other similar brands (Sinambela et al., 2023).

According to Ermawati et. al (2021) brand image is a combination of past interactions with the brand and all perceptions about the brand or information format. Attitudes towards a brand, such as decisions and beliefs, are closely related to image. Customers attend meetings where topics such as features, benefits, conditions, users, traits of marketers, or brand originators are discussed. This is how brand image is developed (Alvarhesa, 2023).

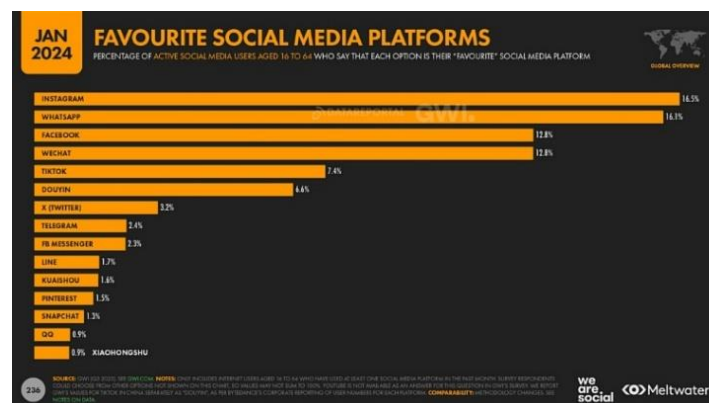
Bobabox marketing communication is very important for brand image development, where marketing messages help build brand image and embed the brand in the minds of customers, in addition to boosting sales (Nanda, 2022). Marketing communication is the act of disseminating information, influencing, persuading, or reminding target markets about companies and their products so that they accept and buy products offered by the companies concerned (Saputra et al., 2023). The hadith perspective states that this marketing communication should be based on the philosophical idea that activities are planned to communicate a product to the general public properly and correctly. This kind of activity can be included in the category of friendship, in the sense of conveying something to the other party through interaction. Regarding this, it is hinted by the Messenger of Allah in his saying.

عَنْ أَنَسِ بْنِ مَالِكٍ أَنَّ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ مَنْ أَحَبَّ أَنْ يُبْسَطَ لَهُ فِي رِزْقِهِ وَيُنَسَأَ لَهُ فِي أَثَرِهِ
فَلْيَصِلْ رَجْمَهُ (رواه مسلم)⁹

Dari Anas bin Malik r.a berkata: Saya mendengar Rasulullah Saw bersabda: Barang siapa yang ingin dilapangkan rezekinya atau dipanjangkan umurnya, maka bersilaturahmiilah.
(HR. Muslim)

Gathering can be interpreted as the dissemination of information and communication or the establishment of networks (relationships) in relation to distribution. A businessman must exhibit his merchandise so that it is recognized by the wider community and they want to buy the goods offered (Arifin et al., 2022).

It is difficult to isolate oneself from social media in the contemporary digital world. Users come from various backgrounds, regardless of age, occupation, or social status. Instagram is one of the most frequently used social media in Indonesia (Wainira et al., 2021). Based on a comprehensive analysis conducted by the Kepios team, by early April 2024, there will be 5.07 billion social media users globally, or 62.6 percent of the world's population. Over the past 12 months, the number of social media users has continued to increase, with 259 million new users joining these platforms since the previous year. This translates to an annual increase of 5.4 percent and an average of 8.2 percent new users every second.



Picture 1.
Favorite Social Media Platforms
Source: gwi.com

Based on the figure above, GWI research shows that the younger generation is more likely to say that Instagram is their "Favorite" social media platform, while the older generation is more likely to choose WhatsApp and Facebook (gwi.com). Basically, communication strategies play a key role in ensuring a deeper understanding of customer concerns and needs. Customers are the primary audience of marketing efforts, it is important to understand their needs. This is because knowing what customers want from a company has helped shape its marketing strategy, and implementing a successful strategy also allows businesses to identify and seize new opportunities to compete in cutting-edge business markets (Nurmelyani et al., 2022). A strong communication strategy helps stakeholders believe in the message that the company wants to convey. This trust can influence the decisions customers make when making a purchase (Wibowo, 2021).

Each communication strategy has its own advantages and disadvantages, but not all of them can be applied, therefore it is important to consider which one is best and modify it to suit the demands of the target audience (Mardiyanto & Slamet, 2019). Increasing sales is the main goal of marketing communications. With marketing strategies, companies can create positive perceptions of potential customers towards businesses and increase demand for goods (Wibowo, 2021). Customer loyalty to a company can increase when the right marketing strategy is implemented and builds consumer trust in the brand or company (Alvarhesa, 2023). Advertising, sales promotion, public relations, personal selling, and direct marketing are some of the methods that can be used to implement a marketing communication strategy (Nurpadila & Sulaeman, 2023).

In this investigation, the researcher reviews a number of previous studies that have been conducted; this investigation covers marketing communication tactics with varying levels of focus. First, research from Darmanto Sinambela, Edwin Rizal, Agus Rahmat (2023) who examined "Marketing Communication Strategy of Public Relations of Bajawa Flores Coffee to Build Brand Image on Instagram Social Media". The research findings show that Kopi Bajawa Flores NTT uses Instagram @kopibajawaflores.id as part of its marketing and public relations strategy to build brand image, namely by creating various advertisements and sales promotions, social enterprise activities, procuring live music, publicity and direct marketing on Instagram @kopibajawaflores.id is very good and needs to be maintained in building the Bajawa coffee brand image.

Second, Valentino Ramayoga Alvarhesa's research (2023) which examines "Marketing Communication Strategy in Building Brand Image through Instagram Social Media (Case Study of Wbx Studio)". Based on the research findings, @wbxstudio uses five communication strategy models. The first is using Instagram's advertising feature to advertise. The second involves driving sales through sponsorship, teamwork, and promotional content production. Thirdly, excellent service is offered through publicity and public relations. Personal selling comes in fourth. Fifth, marketing directly to the intended brand by providing services.

Third, research by Iga Mauliga Mulitawati, Maya Retnasary (2020) which examines "Marketing Communication Strategies in Building Brand Image Through Instagram Social Media (Descriptive Case Study of Marketing Communication for Polycrol Forte Products Through the Instagram Account @Ahlinyabotmaag)". Based on the research findings, it seems that direct marketing, sales promotion, personal selling, advertising, and publicity are marketing communication strategies used on Instagram Polycrol @ahlinyabotmaag to build brand image. Strong bonds with clients and strong networks with other business accounts are supporting variables.

Previous research has shown that Instagram social media has significant potential in building brand image for a company. According to research by Darmanto, et al (2023) consumers are more likely to trust companies when they use deliberate and consistent marketing communication strategies on Instagram. According to Valentino (2023) and Iga (2020) Instagram can be a useful medium for creating a positive brand image, in line with the findings of Darmanto et al. Building brand image on Instagram can be enhanced more effectively by combining direct marketing, public relations, sales promotion, advertising, and personal selling.

Based on the description of the problem, the researcher gave the research title "Bobabox Marketing Communication Strategy in Building Brand Image Through Instagram Social Media" This research analyzes Bobabox's brand image marketing communication through Instagram social media. This research answers the research focus which analyzes the marketing of the Bobabox brand on Instagram social media. Bobabox promotes sales and brand image on Instagram. Bobabox improves brand image and direct marketing using Instagram PR. As well as analyzing Bobabox's brand image using Instagram personal selling. Researchers examined Bobabox's internet marketing communications using the Marketing Communication Mix Theory.

RESEARCH METHODS

Descriptive qualitative research methodology was used in this study. The qualitative approach according to Mega Febriani (2014) is a research methodology that produces descriptive data about individuals or behaviors seen through written or spoken words (Febriani, 2014). The production headquarters, Bobabox Jl. Setia Budi No. 157 Medan City, is where this research is conducted. It will be practiced in April and May 2024. Data collection is carried out into three methods, namely observation, interviews and literature studies and using interactive model data analysis techniques. People who are used as informants for research are referred to as research subjects (Febriani 2014). Purposive sampling is an informant collection technique for this research (Alamsyah & Sumanti, 2023). Bobabox owners, content planners, customers, and active users of @bobabox.id social media accounts on Instagram are the subjects and informants in this study. In this case, if the data collected is still inadequate, the researcher performs data checking techniques so that it is not biased, the data checking technique used is triangulation.

Table 1: Research Informants

No	Name	Description
1.	Aprial Syahputra	Owner Bobabox
2.	Gika Tarigan	Content Planner
3.	Y A	Konsumen
4.	F M Z	Konsumen
5.	M F A	Konsumen
6.	N S	Konsumen
7.	N P K	Konsumen

In this case, to analyze the data, data collection techniques are used. Data is information material about an object obtained at the research location. By using two data sources, namely primary data, namely data collected directly from the source and processed by researchers and institutions concerned to be utilized. This data is also obtained directly in the field by researchers who are closely related to this research. The object of research researched and explained in this study is related to the marketing communication strategy applied by Bobabox to build a brand image using Instagram media (Febriani, 2014). Five communication elements are used to examine the object in this study: direct marketing, public relations, sales promotion, advertising, and personal selling.

RESULTS AND DISCUSSION

Business and Product Identity

Image and identity are two things that influence each other and interact in ways that contribute to corporate identity. Both of these are the main basic values that the company has to provide to the user (Sinambela et al., 2023). The key informant from bobabox said that the selection of the name bobabox as the brand of the business was based on the word box taken from the bobabox shop itself which is in the form of a yellow box and the word boba which is the topping of the drink product. The logo of bobabox consists of a cartoon image of a boy holding a boba drink, giving a thumbs up with his right hand and wearing a yellow apron with the letter A written on it. The logo means young people who are the target market of bobabox coupled with an apron bearing the letter A which is the first letter means that bobabox is the most important in the hearts of its consumers and the thumbs up means the best, the best bubble tea drink served to its consumers.



Picture 2.
Bobabox Logo
Source: Instagram @bobabox.id

Bobabox has a variety of drink flavors that will continue to innovate grouped by 5 categories, namely brown sugar, signature milk tea, chocolate, coffee and natural fresh. The various drink menus are sold at prices ranging from Rp. 10,000 to Rp. 15,000 compared to the price and quality of other competitors' boba drinks, bobabox includes boba drinks at economical prices and with the best quality. With its affordable product prices, bobabox is able to generate a large turnover with an average of Rp. 8,000,000 - 12,000,000 / month at each outlet. Aprial Syahputra in this case as the owner gave a statement:

"We offer superior products when compared to competitors' products, our quality is better in terms of taste and prices are also economical. In the bobabox for only Rp. 10,000, we offer the same taste as the price of Rp. 30,000." (Interview Result on May 10, 2024)



Picture 3.
List of Existing Menus at Bobabox
Source: Instagram @bobabox.id

Advertising

The advertisement used to improve the image of the campaign being run and the product being introduced is through digital channels, by utilizing its social media, bobabox is able to target consumers according to their interests and needs, so that what is advertised is right on target (Wibowo, 2021). Bobabox has an Instagram username bobabox.id with an active follower of 2,342 followers. Bobabox carries out several advertising strategies on Instagram such as through Instagram Ads and official campus account advertising services. Aprial Syahputra as the owner gave a statement:

"We have done paid advertising, we follow Instagram Ads, we pay for official campus Instagram stories such as USU and UNIMED. We collaborate with them so that they repost our stories." (Interview Result on May 10, 2024))

Y A as a consumer gave a statement regarding advertising on Instagram @bobabox.id:

"I ordered this bobabox product because I had seen several advertisements that appeared on Instagram stories (@bobabox.id) then I immediately dm the admin and until now I still often order here." (Interview Result on May 15, 2024)

In advertising through Instagram, @bobabox.id utilizes a feature called Instagram Ads. Instagram Ads is a paid advertising feature on Instagram that has the ability to reach a wider and more specific audience. This feature has the advantage of allowing @bobabox.id to better target the intended audience. In addition, bobabox also uses official campus account advertising services to advertise its products, this can reach young target audiences who are potential bobabox customers.

Sales Promotion

Bobabox conducts various promotions through the @bobabox.id Instagram account. The forms of promotional activities carried out by @bobabox.id Instagram in building brand image include opening promo buy 2 get 1, this promo is usually held when there is a new bobabox branch opening and this promo will end after 3 days. Special day promos and special date buy 1 get 1, this promo is held when there is a special day commemorated such as mother's day and special date promos are held when there is the same date and month such as the 11th of the 11th month. The existence of promos displayed on Instagram makes satisfaction for consumers who follow Instagram because they get information related to these promos. F M Z as a bobabox consumer gave a statement regarding the promos displayed on Instagram @bobabox.id:

"The promo issued by bobabox for me is very interesting and profitable, promos such as buy 2 get 1 make me to buy it immediately. With this promo, I can buy 2 of my favorite boba and get 1 free boba with different flavors. So I can save a lot and enjoy boba with my friends" (Interview Result on May 20, 2024)



Picture 4.

Promo available at Bobabox
Source : Instagram @bobabox.id

April Syahputra as the owner gave a response regarding sales promotion :

"Bobabox also collaborates with other brands, at that time collaborating with snackship products in this collaboration bobabox presents a cheap redemption promo by buying 2 bobabox will get a discounted chicken katsu from Rp. 10,000 to Rp. 5,000 only." (Interview Result on May 10, 2024)



Picture 5.

Cheap Redemption Promo Collaboration with Snackship
Source: Instagram @bobabox.id

Based on interviews and observations of sales promotion content uploaded to the @bobabox.id Instagram account, researchers argue that the promotional strategy implemented is successful, because promotional content varies greatly in response to ongoing momentum, so that promotions are not monotonous. In addition, collaborating with other brands provides additional information to Instagram users about bobabox.

Public Relations and Publicity

In this public relations and publicity section, the role of the Bobabox Instagram admin and contacts connected to the link on bio is needed to build a positive image of Bobabox. From the results of the interview, it is known that the Bobabox Instagram admin uses a question and answer system, criticism and suggestions through the media provided. Bobabox Instagram admin always maintains relationships with its consumers by accepting criticism from consumers, such as if the bobabox drink is less sweet, bobabox immediately fixes it because customer satisfaction is bobabox's top priority. In addition, the bobabox Instagram admin creates content to capture testimonials from bobabox customers, both through Instagram feeds and Instagram stories, by reposting uploads that have been uploaded by consumers first. This helps establish good communication and relationships with customers or followers on Instagram.



Picture 6.

Bobabox Reposts Its Customers' Instagram Story Posts
Source: Instagram @bobabox.id

Testimonials made by Bobabox are a very important way to show its customers, especially those who have never bought Bobabox products, that these testimonials can be an attraction for other customers. Every testimonial that goes to Instagram @bobabox.id is not all reposted because the placement of testimonials on Instagram stories must be neat and measurable so that it will be one way to make Bobabox's image good on Instagram social media and Bobabox product purchases also continue to increase. N P K as a consumer gave a statement regarding trust in the quality of bobabox products:

"I am quite confident with this boba drink product from bobabox, because at an affordable price bobabox still maintains the quality of its beverage products well, plus the truth of the product without artificial sweeteners and preservatives I have felt myself." (Interview Result on May 21, 2024)

Based on the results of the interview, the researcher argues that bobabox's public relations performance is satisfactory because it is able to establish relationships with customers through interactive and long-term communication. As with marketing communication today, where marketers cannot solely compete in the introduction of good quality products or services at affordable prices, it is important to build and maintain closeness with customers through good public relations communication.

Direct Marketing

Activities referred to as direct marketing often utilize various forms of media, such as phone numbers, faxes, emails, websites, or social media, with the aim of establishing and maintaining a relationship that suits both parties' interests. It is important to utilize technological and media advancements to conduct efficient marketing communication efforts to consumers (Lisbet Situmorang, 2021).

Direct marketing activities carried out by Instagram @bobabox.id utilize linktree which contains whatsapp admins from each bobabox outlet in Medan City, area guides or googlemaps from each bobabox outlet. In addition, direct marketing through Instagram also makes it easier for customers to place orders through gofood, grabfood, and shopeefood applications. Customers can view the entire menu on Instagram as part of the direct marketing that @bobabox.id uses on social media. Aprial Syahputra, owner of bobabox, gave a statement:

"We create links that allow consumers to directly click on links aimed at gofood, grabfood and shopeefood, so to make it easier for buyers to order bobabox drinks, we do it in the Instagram bio so consumers can directly click on the link." (Interview Result on May 10, 2024)

Gika Tarigan as bobabox content planner gave a statement:

"I made the link in the existing Instagram bio with an attractive design, I do this so that consumers who make purchases through the link in the bio are interested in continuing to make purchases. Plus in the link I enter clear information ranging from promos issued to updates on branches that move and new branches." (Interview Result on May 13, 2024)

M F A as a consumer gave a statement regarding the use of linktree on Instagram @bobabox.id:

"Linktree on Instagram @bobabox.id really helps me to get information related to contact numbers, outlet addresses and products from Bobabox itself. Plus the linktree can go directly to Bobabox's GrabFood and Gofood, so I don't have to bother looking for it manually in the application." (Interview Result on May 21, 2024)



Picture 7.

Direct Marketing on Instagram with Linktree Media
Source: Instagram @bobabox.id

Personal Selling

Personal selling is giving oral presentations to potential customers to convince them to buy something. Personal selling has the aim of representing the business when communicating with customers and when discussing customer interest in products (Wainira et al., 2021).

Bobabox uses endorsements to conduct personal selling, this endorsement practice is in line with the function of personal selling. According to Poerwanto in (Wainira et al., 2021) the purpose of personal selling is to represent the company when communicating with customers and when communicating with the company about customers' interest in the product. N S, consumers always give their statements regarding the endorsement applied by bobabox.

"For me, the endorsement used by bobabox on Instagram is enough to attract my interest in buying bobanya drink products. The reason is that the endorsement content made by influencers is interesting and creative. The influencer not only shows the product, but also tells their experience when trying bobabox's boba drinks." (Interview Result on May 18, 2024)



Picture 8.

Bobabox Drink Product Endorsement With Amel A TikTokers
Source: Instagram @bobabox.id

Based on the results of interviews and observations that have been carried out, researchers found several important points regarding the use of endorsements used by Bobabox in its personal sales strategy. Bobabox endorsements on Instagram are quite effective in building brand image and

engagement with their products. This is proven by the increasing interest of consumers in buying bobabox products after seeing endorsements from influencers. Positive influencer endorsements help build bobabox's brand image as a trendy and quality boba brand.

Based on the research results described previously, it can be seen that bobabox marketing communication activities involve all elements of marketing communication, namely, sales promotion advertising, public relations, direct marketing and personal selling. Where the five elements of marketing communication that Bobabox communicates by utilizing Instagram can become a message that gives a good impression and image for Bobabox. Bobobox's marketing communication strategy is in line with the marketing communication mix theory, which states that a company can achieve its communication goals, one of which is maintaining a positive image of the company by combining the five elements of marketing communication.

These five elements include advertising, sales promotion, public relations, direct marketing and personal selling. Advertising using the Instagram ads feature, sales promotion by creating promotional content and collaboration, public relations providing the best service by opening criticism and suggestions through the media provided and displaying testimonials, direct marketing presenting Linktree to make things easier for consumers and personal sales through endorsements that represent Bobabox in communicate with customers. Bobabox has succeeded in using the right marketing communications mix to build a positive brand image through Instagram social media.

CONCLUSION

Based on research findings, researchers concluded that Bobobox's communication marketing strategy on the social media platform Instagram (@bobabox.id) to build brand image has shown its effectiveness. This is proven by the high level of consumer understanding of Bobabox. The marketing communications activities carried out by Bobabox on its Instagram account involve five elements of marketing communications. Where each element of marketing communication (advertising, sales promotion, public relations, direct marketing and personal selling) gives a good impression and image for Bobabox. The image that is formed is that Bobabox is a local drink brand that is affordable and has the best quality. Therefore, it can be said that Bobabox's marketing communication efforts via Instagram @bobabox.id can continue without interruption while still paying attention to customer needs and following all existing developments. This will have a good impact on Bobabox's brand image in the future. By focusing on good relationships with customers and good networking with customers and good networking with consumers in order to maintain the brand image of the product.

ACKNOWLEDGMENTS

The author realizes that this research could not have been completed without the help of various parties, both financial and non-financial. The author is grateful to the seven informants of bobabox management, customers and bobabox Instagram followers who have helped provide the data needed for the successful completion of this research. The customers, bobabox owner, and bobabox content planner, are the seven informants.

REFERENCES

- Alamsyah, A. G., & Sumanti, S. T. (2023). Komunikasi interpersonal pada konsep diri mahasiswa laki-laki metroseksual di kota Medan. *Satwika: Kajian Ilmu Budaya Dan Perubahan Sosial*, 7(1), 263–275. <https://doi.org/10.22219/satwika.v7i1.25630>
- Alvarhesa, V. R. (2023). Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Melalui Media Sosial Instagram (Studi Kasus Wbx Studio). *JIMSI: Jurnal Ilmiah Mahasiswa Komunikasi*, 3(2), 64. <http://jurnal.utu.ac.id/JIMSI>
- Arifin, M. Z., Suliyono, S., & Anshori, M. (2022). Pemasaran Syariah Dalam Perspektif Hadits Dan Aplikasinya Pada Perbankan Syariah. *Madani Syari'ah*, 5(2), 83–97. <https://doi.org/10.51476/madanisyarlah.v5i2.382>
- Cry Cinta P. Anjeli, Betris L. Lengkong, dkk. (2022). Branding Institusi Pendidikan Melalui Media Sosial Instagram. *SEIKO: Journal of Management & Business*, 5(2), 44. <https://doi.org/10.37531/sejaman.v5i2.2893>
- Ernawati, R. (2021). Analisis Pengaruh Promosi, Harga, dan Citra Merek terhadap Keputusan Pembelian pada Situs E-commerce Zalora di Jakarta. *Business Management Analysis Journal (BMAJ)*, 4(2), 80–98. <https://doi.org/10.24176/bmaj.v4i2.6663>

- Febriani, M. (2014). Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Pada Media Sosial Twitter @PekanbaruCo. *Journal of Chemical Information and Modeling*, 15(2), 1–15.
- Lisbet Situmorang, S. E. W. D. (2021). Pemanfaatan Media Sosial Sebagai Media Promosi Rumah Zakat. *Dedikasi*, 22(2), 73. <https://doi.org/10.31293/ddk.v22i2.5858>
- Mardiyanto, D., & Slamet, G. (2019). ANALISIS STRATEGI KOMUNIKASI PEMASARAN MERCHANDISE DI KEDAI DIGITAL 8 SOLO (Studi Kasus Strategi Komunikasi Pemasaran). *Surakarta Management Journal*, 1(1), 43. <https://doi.org/10.52429/smj.v1i1.329>
- Mone Manggi, D., Mandaru, S., & Pietriani. (2024). Strategi Komunikasi Paradox Coffee and Roastery Dalam Membangun Brand Image Melalui Sosial Media Instagram. *Jurnal Netnografi Komunikasi*, 2(2), 64–82. <http://netnografiikom.org/index.php/netnografi>
- Mulitawati, I. M., & Retnasary, M. (2020). Strategi Komunikasi Pemasaran dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi kasus deskriptif komunikasi pemasaran prodak polycrol forte melalui akun instagram @ahlinyaobatmaag). *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi Dan Sosial*, 4(1), 23. <https://doi.org/10.30829/komunikologi.v4i1.7616>
- Nanda, C. S. (2022). Analisis Marketing Communication dalam Membangun Brand Image melalui Sosial Media Instagram (Studi Kasus pada Kopiria Samarinda). *Jurnal Administrasi Bisnis FISIPOL UNMUL*, 10(2), 166. <https://doi.org/10.54144/jadbis.v10i2.8337>
- Nurmelyani, N., Harahap, S., & Anas Azhar, A. (2022). Strategi Komunikasi Pemasaran Cs Float Dalam Memperkenalkan Brand Image Di Kabupaten Labuhanbatu. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2653–2664. <https://doi.org/10.54443/sibatik.v1i11.379>
- Nurpadila, A., & Sulaeman, E. (2023). Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Melalui Konten Sosial Media Instagram. *Innovative: Journal Of Social Science ...*, 3, 6297–6305. <http://j-innovative.org/index.php/Innovative/article/view/2847%0Ahttp://j-innovative.org/index.php/Innovative/article/download/2847/2027>
- Rina, N., & Yuriadi, R. W. (2019). Strategi komunikasi pemasaran dalam mempertahankan brand image brownies amanda sebagai kue oleh-oleh bandung. *Jurnal Lingkar Studi Komunikasi*, 5(1), 2442–4005. <http://journals.telkomuniversity.ac.id/liski>
- Saputra, H. T., Adlimi, N. A., & Batubara, F. A. B. (2023). Strategi Komunikasi Pemasaran Untuk Membangun Brand Image Melalui Sosial Media Instagram. *Journal of Economics, Management, Business, and Entrepreneurship*, 1(1), 22–28. <https://doi.org/10.31537/jembe.v1i1.1272>
- Sinambela, D., Rizal, E., Rahmat, A., Komunikasi, F. I., & Padjadjaran, U. (2023). Strategi Komunikasi Marketing Public Relations Kopi Bajawa Flores Guna Membangun Brand Image Pada Media Sosial Instagram. *Jurnal Ilmiah Wahana Pendidikan, Mei, 2023*(9), 144–154. <https://doi.org/10.5281/zenodo.7939452>
- Wainira, M. A. D., Liliwari, Y. K. N., & Mandaru, S. S. E. (2021). Pemanfaatan Instagram sebagai Media Komunikasi Pemasaran dalam Membangun Brand Image. *Jurnal Communio: Jurnal Jurusan Ilmu Komunikasi*, 10(2), 138–148. <https://doi.org/10.35508/jikom.v10i2.3609>
- Wibowo, P. S. (2021). Strategi Komunikasi Pemasaran Sharp Indonesia di Era Pandemi Covid-19 dan Kenormalan Baru. *Jurnal Komunikasi Profesional*, 5(1), 38–56. <https://doi.org/10.25139/jkp.v5i1.3003>