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*Corresponding author: Ikhsan Saputra, Master of Science Program Communication, Faculty of Communication, Universitas Esa Unggul, Jakarta, Indonesia.

E-mail: ikhsansaputra@esaunggul.ac.id

DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Use of Instagram Social Media @Buna.Indonesia in Promoting Buna Indonesia Coffee Shop to Customers

Ikhsan Saputra*

¹Master of Science Program Communication, Faculty of Communication, Universitas Esa Unggul, Jakarta, Indonesia. Email: ikhsansaputra@esaunggul.ac.id

Abstract: This study aims to determine the use of Instagram social media @buna.indonesia in promoting Buna Indonesia coffee shop to customers and to find out the obstacles faced by the use of Instagram social media @buna.indonesia in promoting Buna Indonesia coffee shop to customers. In obtaining the data needed for this study, researchers used qualitative methods, descriptive research type with a case study approach. The results of this study indicate that AISAS Theory in particular plays an important role in explaining how @buna.indonesia succeeds in attracting audience attention through interesting and interactive visual content. Researchers also found obstacles faced in using Instagram social media, namely unexpected Instagram algorithm changes that often reduce the reach and visibility of content, limited features, limited resources, including time, energy, and budget. Increased competition in the coffee industry also adds to the complexity of the challenges faced.

Keywords: Instagram Marketing, AISAS Theory, Challenges in Social Media Promotion.

1. INTRODUCTION

Coffee shops are currently a favorite location for the younger generation to meet and gather with a mainstay coffee menu. Coffee shops are competing to offer Indonesian specialty coffee flavors from various regions in Indonesia. Some famous coffees include Gayo coffee, Mandailing coffee, Lampung coffee, Kintamani coffee and Javanese coffee. Based on the International Coffee Organization (ICO) which can be seen in the following figure:

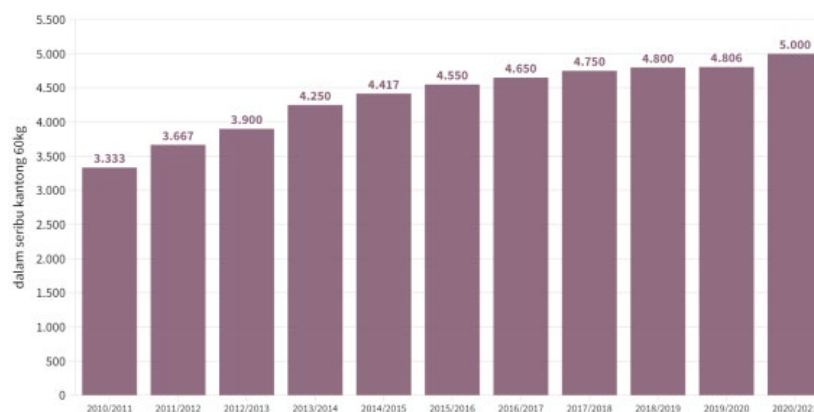


Figure 1: Indonesian consumption data From 2010 - 2021

Source: International Coffee Organization (ICO)

If seen from above, national coffee consumption continues to increase every year from 2010/2011 to 2020/2021. The 2010/2011 period amounted to 3.33 million 60 kg bags and continued to grow



until its peak in the 2020/2021 period, which was 5 million 60 kg bags. Based on this data, it can be assumed that coffee consumption in Indonesia has increased. With the increase in interest in coffee consumption in Indonesia, many people are utilizing this as an opportunity and causing the proliferation of businesses in the culinary field, namely coffee shops. In recent years, the coffee shop industry in Indonesia has experienced rapid growth, driven by people's increasing interest in coffee culture. However, amidst this growth, there is an alarming phenomenon. More and more coffee shops are going out of business because they are unable to compete in an increasingly competitive market. Many small coffee shops have difficulty competing with big brands and franchised shops that have greater resources for innovation and marketing. The majority of coffee shops that close are small and lack a differentiating advantage. To overcome these challenges, possible solutions include product and service innovation, digital marketing, creation of engaging customer experiences, partnerships with local suppliers, and adaptation to consumer preferences. Consumer interest in seeking product information plays an important role in this context. When consumers are interested in a new coffee shop, they will seek information about the quality of the coffee, the ambience of the place, and other customer reviews. Coffee shops that are able to provide complete and positive information through various channels, such as social media and review platforms, tend to be more successful in attracting interest and building consumer trust. This trust is a key factor influencing purchase decisions and customer loyalty.

Digital media brings out the relationship between technology and society as a sign of the evolution of contemporary information society. In fact, the link between technology and communication today has made the internet indispensable. The internet has grown in speed and penetration rate to billions of users in just two decades (Arvidsson, 2019). In Indonesia alone, internet users have continued to increase in the last five years. According to 'We Are Social' data, the number of internet users in Indonesia reached 278.7 million users as of January 2024. This data makes Indonesia one of the countries with the largest population of internet users in the world. In a business context, social media is a highly effective tool for marketing and communication. Businesses can use social media to promote products and services, interact with customers, build brands, and get feedback from consumers. The use of social media also allows businesses to reach a wider and more diverse audience at a relatively low cost compared to traditional marketing media. (Melissa Barker et al., 2012). Currently, Instagram is one of the social media platforms that is widely used for marketing purposes. Coffee shop entrepreneurs in Cilegon Banten, including Buna Indonesia, have utilized Instagram as a marketing tool. Increasingly fierce business competition makes Buna Indonesia have to maximize the use of social media such as Instagram. Instagram users consider many things when accessing information in this application, one of which is the content provided by other users. Instagram content includes various things that users share through their accounts. The content shared by coffee shops is important to illustrate the characteristics of the place. Each coffee shop has its own uniqueness that is not always owned by other coffee shops. This uniqueness often attracts consumers to visit the location, be it in terms of service, atmosphere, uniqueness, products, and others. Although many factors influence consumer interest in visiting. Therefore, researchers are interested in researching the use of social media instagram @buna.indonesia in promoting Buna Indonesia coffee shop to customers.

2. LITERATURE REVIEW

2.1. AISAS Model

In the purchase decision-making process, especially for high-involvement goods, customers will conduct a more in-depth search than low-involvement goods. Therefore, Dentsu (Sugiyama & Andree, 2011) suggests a marketing communication model derived from technological developments, which is named the AISAS model.

Sugiyama & Andree (2011) argue that AISAS is a model designed to effectively approach the target audience by looking at changes in behavior that occur, especially against the background of advances in internet technology. AISAS stands for Attention, Interest, Search, Action and Share where a consumer who notices a product, service, or advertisement (Attention) and raises interest (Interest) so that the desire to gather information (Search) about the item arises. Consumers then make an overall assessment based on the information collected, then make a decision to make a purchase (Action). After the purchase, consumers become informers by talking to others or by posting comments and impressions on the Internet (Sharing). In a journal written by Chen & Huang (2011) states that AISAS is the development of AIDMA (Attention, Interest, Desire, Memory, Action) used in traditional marketing. Whereas in the internet era, internet users can easily access information or share information, so the AIDMA model has changed to AISAS (Attention, Interest, Search, Action, Share).

Sugiyama & Andree (2011) in *The Dentsu Way* also explains that AISAS is a change in the previous pattern of consumer behavior, namely AIDMA (Attention, Interest, Desire, Memory and Action). AIDMA is a simple but effective model for traditional advertising with relatively simple products, where the real goal is to get consumers to choose a brand from among many options. The model assumes that the information provided by the company through advertising is all that the consumer needs and the goal is for the consumer to remember the brand and the brand promise at the point of purchase. The AIDMA model can work for companies where consumers have little reason to learn more about the product beyond the advertising message before making a purchase. However, in the age of the internet, everyone's easy access to information has led to a great development of "active contact with information," that is, once consumers have noticed a product, service, or advertisement, they willingly dig deeper, and share with others the interesting information they get. In addition to the flow of information from companies (senders) to consumers (receivers), two unique consumer behaviors, namely, collecting and sharing information, have become important factors in purchasing decisions. Based on these changes in the information environment, Dentsu now advocates a new consumption behavior model called AISAS (Attention, Interest, Search, Action, Share). Dentsu created the AISAS model in 2004 and registered it in Japan as a trademark in 2005. Dentsu uses the AISAS model as the basis for many campaigns.

AISAS is evidence of a reflection on the large role of the internet in human life today. The Search and Share stages are important activities in the internet or online world. Both are very real and clear elements, in finding information in the form of user experience, service level, satisfaction with a product, good or service, and all of them come directly from consumers, not producers. Word Of Mouth (WOM) testimonials from consumers are the main weapon in improving marketing. (Larasati, 2020).

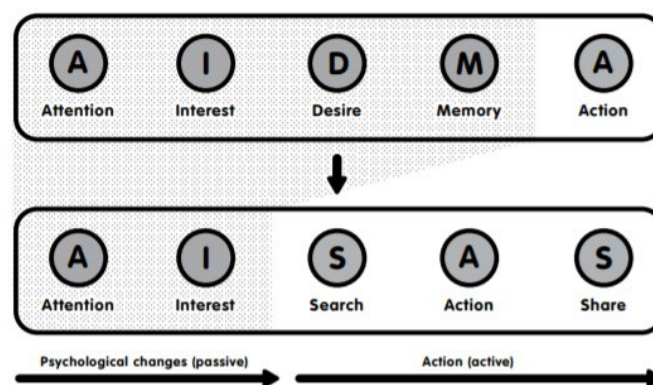


Figure 2. AIDMA to AISAS

Source: Elizabeth Meilyana

The following is an explanation of the AISAS model according to (Sugiyama & Andree, 2011):

2.2. Attention

At this stage, advertisements are seen, watched or heard. It is hoped that the message is not just heard or seen, but also noticed by the audience. Audience attention to advertisements or marketing communication messages can be measured by the extent to which audiences see or hear advertisements displayed, such as visualization, narration, music, and so on. It can be said that this stage is the most important stage because this stage paves the way for advertising messages to have the next effect on the audience. Example: When internet users use a search engine to browse, then on the right side of the search engine display there is a banner ad from Wego with a picture of the country of London, then this ad will be very attractive, and get the attention of internet users by internet users seeing the ad. In this case, the content uploaded by Buna Indonesia to Instagram must have an attraction such as clear photo quality or professional shooting, so that it can attract public interest to see. According to (Kotler & Keller, 2016) Visual content, such as high-quality images and videos, has the power to attract users' attention instantly. Attractive visuals are a key factor in the Attention stage of the AISAS model.

2.3. Interest

At the interest stage, the communication message arouses the interest of the audience to know and know more about the product being communicated. Effective messages are messages that provoke curiosity and arouse curiosity in the audience, who are then motivated to get more involved. In this case, Buna Indonesia followers will provide feedback by giving likes to the uploaded posts.

2.4. Search

This is the stage where the public will find out more information about the company/product. Consumers usually go directly to various search engines, such as Google or YouTube to find more information. In this case, consumers can search on the company's Instagram, see other content and feedback from consumers before deciding to buy the product.

2.5. Action

At this stage, the message has succeeded in encouraging the audience to take certain actions, which in the end and the expected effect of each communication activity of a company is an action or decision to buy. In this study, the public has chosen to become Buna Indonesia consumers and come directly to the outlet or order products via online.

2.6. Share

At this stage, if the information obtained is good enough and attracts interest from consumers, then consumers will provide feedback on the products they buy from the company by sharing with people around them about their experience with a product, this is where word of mouth will be created, as well as conversations about the information both on social media and directly. In this case, the public can give positive comments in the comments column on Instagram. The public can even recommend Buna Indonesia to others.

The AISAS model is very important for a company to learn, so that the company can set a better and more focused strategy towards its audience. The company can also get quick feedback from its

audience because in the AISAS process, the audience will be more active in responding to messages from the company. Companies or business actors must be able to provide something positive and beneficial to the public. (Larasati, 2020)

3. RESEARCH METHOD

In this study entitled "The Use of Instagram Social Media @Buna.Indonesia in Promoting Buna Indonesia Coffee Shop to Customers" researchers will focus on using qualitative methods, descriptive research type with a case study approach. What is meant by descriptive qualitative research is to describe an event or phenomenon rather than explain the relationship, test hypotheses or make predictions (Sugiyono, 2017). According to Darmadi (2014), a research method is a scientific way to obtain data with specific useful purposes. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. Based on the explanation above, it can be concluded that the research method is a scientific way to obtain data with specific purposes and uses. This research uses a case study research method. Case study is a method that refers to research that has elements of how and why in its main research questions and examines contemporary problems (the present) and has little opportunity for researchers to control the events (cases) being studied (Yin, 2019). Researchers get data and information as well as data sources in this research have been determined deliberately by previous researchers. In this study, it is very necessary to obtain in-depth information to support and be useful in order to understand the use of Instagram social media @buna.indonesia in promoting Buna Indonesia coffee shop to customers.

4. RESULT AND DISCUSSION

Buna Indonesia was founded in 2020, starting from the owner's anxiety in finding a comfortable place to discuss and talk with friends, as well as the desire to organize in an environment away from noise. The following is a statement from the owner of Buna Indonesia, Wisam.

"Buna was founded in 2020, at that time there were not many coffee shops in Cilegon, we initially established this because of our unrest who really liked to discuss and chat and organize but away from noise and crowds. That's why this idea came up". (Interview August 9, 2024).

Buna Indonesia not only offers a cozy place, but also displays a different style from other coffee shops. By holding various events and creating a unique communication style on social media, Buna Indonesia manages to stand out among its competitors. The following is a statement from the owner of Buna Indonesia, Wisam.

"We often hold events, maybe mas ikhsan can see in our Instagram highlights, there are many events that we do. Then another uniqueness is that our communication style on social media is a little different, whether it's from the content creation, the storyline, and the sentences in the content" (Interview August 9, 2024).

In analyzing how @buna.indonesia's Instagram is used as a promotional tool, it is crucial to look at it through the lens of the AISAS theory (Attention, Interest, Search, Action, Share). This theory provides a framework that helps understand how customers respond to digital content, from the first attention they pay to sharing their experiences with others.

At this stage, we will see how Buna Indonesia managed to attract attention (Attention), build interest (Interest), facilitate information search (Search), encourage action (Action), and finally motivate customers to share their experiences (Share) through the Instagram platform. The

integration of insights from interviews with the AISAS theory will provide a comprehensive picture of the effectiveness of the promotional strategies used by @buna.indonesia.

4.1. Attention

At this stage, advertisements are seen, watched or heard. It is hoped that the message is not just heard or seen, but also noticed by the audience. Audience attention to advertisements or marketing communication messages can be measured by the extent to which audiences see or hear advertisements displayed, such as visualization, narration, music, and so on. It can be said that this stage is the most important stage because this stage paves the way for advertising messages to have the next effect on the audience. This was conveyed by the owner of Buna Indonesia, Wisam.

4.2. Interest

At the interest stage, the communication message arouses the interest of the audience to know and know more about the product being communicated. An effective message is one that provokes curiosity and arouses the curiosity of the audience, who are then motivated to get further involved. Therefore, the attractiveness of the content must be considered by the company. This can be seen from the captions on its social media. This is in line with what was conveyed by Buna Indonesia's social media specialist, Regha

"More to create different and entertaining content. For Buna itself, interesting content is content that is entertaining, we pack it in a comedic way with a twist plot" (Interview August 9, 2024).

After successfully stealing the attention of users, the next step is to arouse their interest to engage further with the content presented by @buna.indonesia. Based on an interview with Regha, a social media specialist involved in account management, the most effective content in generating user interest is content that contains elements of comedy or storytelling with a plot twist. Data from Instagram Insights shows that posts with comedic elements and clever storytelling get more views, shares, and comments compared to standard content. This shows that clever entertainment elements and engaging storylines are key in increasing user interest and encouraging them to interact further with @buna.indonesia's content. As such, @buna.indonesia effectively piques users' interest through a combination of entertaining content and creative narratives, which not only captures attention but also builds deeper engagement with their audience (See Fig 3).

4.3. Search

After users are interested in the content presented, the next step is to make it easier for them to find more information about Buna Indonesia. @buna.indonesia has optimized various Instagram features to support this ease of search, such as the use of Instagram Stories, Highlights, hashtags, and link trees. Instagram Stories and Highlights, for example, are strategically used to provide important information that is easily accessible at any time by users. Highlights are organized in several categories, such as "Menu", "Promo", and "Events", making it easier for users to find specific information without having to search through the entire feed. According to an interview with Regha, Social Media Specialist of Buna Indonesia, the use of Highlights has increased user engagement, with a consistent number of views on each Highlights category provided.

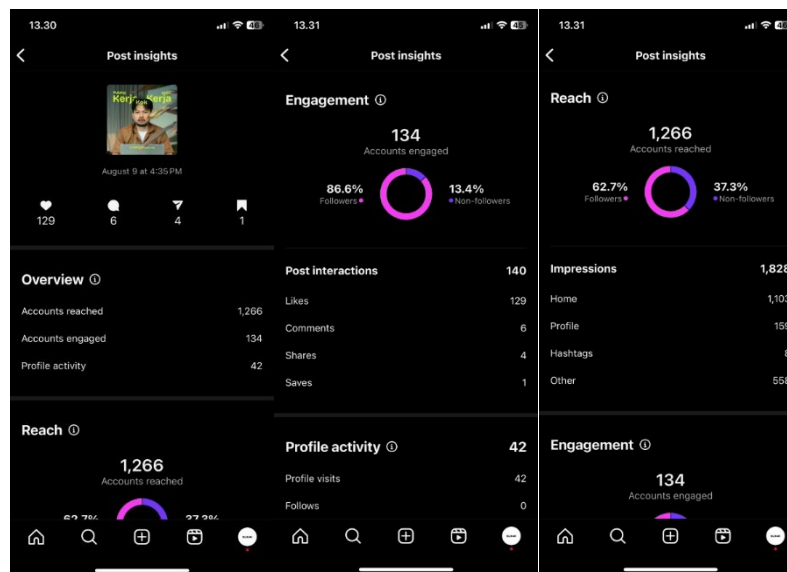


Figure 3. Post Insights of Buna Indonesia Content

4.4. Action

Once users are interested and seek more information, the final step in the AISAS model is to encourage them to take action, such as visiting the café or making a purchase. @buna.indonesia has utilized various strategies, including collaborations with influencers and culinary accounts, to drive this action. Collaboration with influencers and culinary accounts has proven effective in increasing the number of visits to the café as well as product sales. One successful example is a collaboration with a local influencer who has a large following in Cilegon. According to an interview with Wisam, after the collaboration, @buna.indonesia saw a significant increase in the number of visitors to the café, especially from millennials who follow the influencer. In addition, the influencers' posts are often followed by positive testimonials that strengthen the brand image and encourage their followers to try the recommended products. This was confirmed by the researcher to the owner of Buna Indonesia, Wisam. Thus, through a combination of engaging content, strategic collaboration with influencers, and lucrative promotional offers, @buna.indonesia has successfully driven real action from users, in accordance with the last stage of the AISAS model.

4.5. Share

At the "Share" stage in the AISAS model, the importance of reviews and ratings in building promotion through word of mouth cannot be ignored. @buna.indonesia has utilized positive customer reviews as part of a content strategy that encourages users to share their experiences on social media. Reviews and ratings given by customers, especially on delivery platforms such as GoFood and GrabFood, have a huge impact on Buna Indonesia's reputation. Testimonial content featuring these positive reviews is often re-shared by @buna.indonesia on Instagram Stories, creating a snowball effect where more customers are encouraged to leave positive reviews after seeing appreciation for similar reviews. According to an interview with Wisam, this strategy not only increases the overall rating, but also encourages more customers to recommend the café to their friends and family, both in person and through social media.

5. CONCLUSIONS

In this study, the application of AISAS theory along with various other digital marketing concepts has proven to be relevant and effective in analyzing the marketing strategies implemented by the

@buna.indonesia Instagram account. The AISAS theory in particular plays an important role in explaining how @buna.indonesia succeeds in attracting audience attention through engaging and interactive visual content. The use of high-quality photos and storytelling involving staff and shop owners shows that the content strategy adopted is able to captivate audiences well. More than that, the content presented not only attracts attention, but also arouses customer interest and curiosity, in accordance with the Interest stage in AISAS, where the importance of informative and relevant content is highly emphasized. At the search stage, @buna.indonesia's strategy has proven successful with the use of hashtags, linktree, and highlight features that make it easier for consumers to find more information. This shows how the AISAS theory can guide marketing strategies to direct followers towards the next action. The Action stage is also well managed through strategically designed promotional content and collaboration with influencers, which drives purchase actions from consumers. Finally, the Sharing stage becomes even more important with customer testimonials and influencer reviews successfully increasing word of mouth, strengthening consumer trust, and expanding promotional reach. However, although the marketing strategy implemented by @buna.indonesia through Instagram shows effectiveness, it cannot be denied that there are some obstacles faced. Unexpected changes to Instagram's algorithm often reduce the reach and visibility of content, while limited features such as conversion tracking make it difficult to measure the direct impact on sales. In addition, limited resources, including time, manpower and budget, impacted the quality and consistency of content. Lack of talent is also a challenge, requiring staff and shop owners to appear more frequently in content. Growing competition in the coffee industry also adds to the complexity of the challenges faced. Nevertheless, the @buna.indonesia team remains optimistic and confident with the strategy that they consider different from competitors. Despite these obstacles, Instagram remains a valuable promotional platform for Buna Indonesia. The features offered allow for more cost-efficient marketing, making it an essential tool in @buna.indonesia's efforts to strengthen its presence in the market. Thus, despite facing various challenges, Instagram still plays a crucial role in their digital marketing strategy.

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