

Analysis of the digital marketing strategy of *anak hebat Indonesia* publisher through Instagram

Andi Siswanto^{1,*}

^a Departement of Communication, Faculty of Economics, Social Sciences and Humaniora

Aisyah Yogyakarta University Yogyakarta

¹andisiswa@yahoo.com

* Corresponding author: Andi Siswanto

ABSTRACT

This study aims to determine the digital marketing strategy on Instagram social media used by the publisher Anak Hebat Indonesia (AHI) and to find out why there is an increasing interest in buying books amid the phenomenon of low interest in reading in Indonesia. This research was carried out in October-December 2021. This research is a qualitative research with a case study approach on the Instagram social media publisher Anak Hebat Indonesia (AHI). The results of this research show that the digital marketing strategy used by AHI publishers through Instagram has been effective, in terms of the cost of advertising, it can be seen from the increasing number of visitors. Good interaction with Minah's Instagram admin in responding friendly and like a friend, related to books and others. Incentive programs have also been created and implemented well, including a giveaway program on Friday blessing, product discounts when purchasing on Instagram, and interesting book titles. And for the appearance of Instagram @penerbitahi official, it is good and informative in conveying the meaning of the message or information, so that followers can easily understand it and are comfortable to see with pastel post colors. The phenomenon of buying books is quite high but reading levels are low in Indonesia, it can be concluded that consumers buy books because they are not only read, but there are also those who are just collectors of the book, because of the cool book cover design, as well as the very title of the book, interesting, and because of the discount from normal days.

This is an open access article under the [CC-BY-SA](#) license.



Article history

Received 25-03-2022

Revised 31-03-2022

Accepted 11-07-2022

Keywords

Digital Marketing

Instagram

Books

1. Introduction

These days, information technology shows the growth of human civilization which was followed by the development of information delivery methods. Now the flow of information can be accessed easily via the internet. The internet can make it easier for people to communicate as well as provide information more quickly (Ometov et al., 2021). It also facilitates the process of online and digital marketing communications.

Marketing communication can be done, among others, with digital marketing media. Digital marketing is one of today's media that is quite popular with the public and is a supporter of daily activities. Digital marketing is the process of marketing or promoting a product or brand through the digital world or the internet (Tiago & Verissimo, 2014). Digital Marketing, one of which is Instagram, is very influential in promoting brands on social media.

In recent years, the number of interest in books in Indonesia has increased. Based on a report from global e-commerce platform Picodi.com, Indonesian people's interest in buying books is ranked fifth in Asia. The survey shows that 63% of Indonesians have purchased at least one book a year.

If it is observed based on the most popular genre purchased, most Indonesian readers choose fiction by 75%. Other preferred genres are non-fiction 41%, business 33%, and popular science 31% (Ha et al., 2020), but there is also a phenomenon that Indonesian people have a low interest in reading. 60th As from the research results, Central Connecticut State University (CCSU) released in March 2016, said that Indonesia's literacy rate was ranked out of 61 countries in the world (Prior, 2020).

Even though Indonesian people's interest in reading is still low, the consumption of pirated books by Indonesian people is very high. According to Utami, the results of his thesis research entitled *Analysis of Factors Influencing Preferences and Behavior of Buying Pirated Books* (2009), explains that the use of pirated books by students is due to the lack of original books in circulation and the high cost of original books desired (Bloom, 2020).

From the explanation above, the publisher of Anak Hebat Indonesia plays an important role in reducing piracy and educating to buy original books, one of which is by buying books via Instagram @ penerbitahi_official. Publisher Anak Great Indonesia is a publishing company and distributor that was established in Yogyakarta. the publishing company has collaborated with the best partners in Indonesia through the largest store network in Indonesia, namely Gramedia. During its development, the publishing company has collaborated with the best partners in Indonesia through the largest store network in Indonesia, namely Gramedia (Siramaneerat & Agushyana, 2021).

2. Theoretical Framework

1) *Digital Marketing*

The activity of promoting brands and services through innovative methods, especially using database-based distribution channels to reach consumers on time, relevant, and cost-effectively, is what is known both in theory and practice as digital marketing (Soedarsono et al., 2020).

Digital marketing is a general term in the marketing of goods and services that are targeted, also using measurable interactive digital technology to reach and convert prospects to become clients and keep them (Nadda et al., 2015). The primary goal is to promote the brand, form preferences, and grow sales with several digital marketing methods (Visser et al., 2021).

According to Chaffey & Smith (2017) there are four dimensions of digital marketing variables that will become independent variables in this study, including:

- a. Transaction or Cost is a promotional method that is able to streamline time and reduce transaction costs.
- b. Interactive is a two-way communication relationship between the company and the consumer so that it can be well received and quite clear.
- c. Incentive programs are programs that excel in promotions carried out by the company so that they can add more value to the company.
- d. Site design, which is an attractive appearance, can add positive value to the company through digital marketing media (Anderson et al., 2021).

2) *Instagram*

Generally Instagram marketing is all marketing efforts carried out through Instagram and has two types of marketing strategies, including posting, making Instagram stories, and Instagram Tv. paid promotion are using Instagram ads and influencer marketing (Fernández-Robin et al., 2020).

There is an Instagram function to increase the interaction of its users with various new service features, such as:

- a. Instagram Questions : The function of Instagram Question is to allow users to answer questions given by their followers.
- b. Instagram Live :This feature allows Instagram users to display a selection of photos/videos in one story.

- c. Instagram Videos :The function is the same as regular photo posts, but these videos can be up to 60 seconds long, which is useful for explaining and promoting something.
- d. Instagram Live Videos : This feature is enabled to broadcast live or real time.
- e. IGTV : This feature allows users to be able to share videos that are up to one hour long, such as TV episodes.
- f. Instagram stories : This one feature can introduce and promote your product at any time and can disappear when it has passed 24 hours (Auly et al., 2021).
- g. shopping tags : The shopping tag serves to mark the price of a product in a business account photographed by a user.

3. Method

This type of research is using a qualitative approach. The qualitative approach is in principle to provide, explain, critically describe, or describe a phenomenon, an event, or an incident of social interaction in society in seeking and getting meaning (meaning) in the actual context (natural setting). And because of that, all types of qualitative research are descriptive, by collecting soft data, not hard data to be processed with statistics (Romero-Ruiz et al., 2017).

This qualitative research strategy uses a case study approach. The case study approach is a process of knowing the background of a problem, or the interaction of individuals in a social unit or about a group of individuals in a deep, intact, holistic, intensive, and naturalistic manner Valunaite Oleskeviciene & Sliogeriene (2020), in this case describing how digital marketing strategies are used. AHI publisher using Instagram.

In this study, the selection of research locations was carried out through a purposive sampling method, which was based on certain goals or considerations. Purposive can be defined as intent, purpose, or usefulness (Creswell & Clark, 2018). The object and subject were deliberately determined by the researcher based on consideration of the research being carried out. The place used as the location of this research is PT. Anak Hebat Indonesia at Jl. Cemara No.11, Jotawang, Bangunharjo, Sewon, Bantul, and the Instagram account is @penerbitahi_official.

1) *Data collection techniques*

a. Interview

The technique used during the interview must also be able to adapt to the interlocutor so that the information needed regarding the digital marketing strategy of the AHI publisher through Instagram can be obtained to the maximum. Researchers conducted interviews with PT Anak Hebat Indonesia directly.

b. Documentation

The technique of collecting data with documentation is the retrieval of data obtained through documents. Researchers collected documentation from the Instagram account @penerbitahi_official.

2) *Data analysis techniques*

a. Data Reduction

Reducing data can be interpreted as summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. And so the data that has been reduced can provide a clearer picture, and make it easier for researchers to carry out further data collection, and look for it if needed. Data reduction can be assisted with electronic equipment such as mini computers, by providing codes on certain aspects.

b. Data Presentation

In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. According to Tahir et al (2020) stated that the most frequently used to present data in qualitative research is narrative text.

c. Concluding and Verification

The initial conclusions put forward are still temporary and can change if no strong evidence is found to support the next stage of data collection. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible.

3) *Validity test*

In this study, triangulation of data used is source triangulation, namely to test the credibility of the data, it is carried out by checking the data that has been obtained through several sources (Sugiyono, 2017).

4. Results and Discussion

A. The Discussion

1. *Overview of the Research Site*

PT Anak Hebat Indonesia (AHI) is a publishing and distributor company that was established in Yogyakarta, which was founded around 2017 named Buku Pintar Indonesia. But after that to register a patent mark, around 2019 it changed it to PT Anak Hebat Indonesia until now. This publisher is located in Yogyakarta, precisely on Jl. Fir No.11, Jotawang, Bangunharjo, Sewon, Bantul, Special Region of Yogyakarta.

AHI Publisher's vision is to spread knowledge to all corners of the country. The mission of AHI Publishers is to have a small library in every home in Indonesia. The meaning of the name of the publisher of the Great Indonesia Children is to be creative like children and make Indonesia even more great.



Fig. 1. Picture of the logo of the Great Indonesia publisher

AHI publishers have a logo image above like a pyramid, the meaning is where there is still inclusivity between cities and villages, and AHI publishers want to change it all.

Until now, AHI publishers have had various kinds of book products, around 19 imprints. Imprint itself is a trade name used to publish a work. The kinds of imprints include psychology corner, biography, cooking, healthy, hysteria, communication, legality, mueeza, oryza, playground, language center study, jawi library, quadrant, Soekarno's house, schoolbook, sociality, start up, and unicorn.

AHI Publishers has partnered with a major bookstore in Indonesia, namely Gramedia since 2017 to supply books, and along with the development of this internet era, AHI Publishers is expanding its wings by selling its books online on Instagram, website shopee, Lazada, and Tokopedia.

2. *Research Data Findings*

Interviews with interviewees aimed to find out specifically about AHI Publisher's digital marketing strategy. Besides, the main purpose of this interview is to get the data that researchers want about digital marketing strategies. In conducting interviews and several detailed observations, researchers got more information about the strategies used by AHI Publishers in promoting book products online which will be described with the theory of 4 dimensions of digital marketing according to Eagle (2014), as follows:

a) *Transaction atau cost*

AHI publishers promote their products online to streamline time and reduce costs, one of which is Instagram @penerbitahi_official. Instagram is used for online promotion media. However, not all content is promoted by AHI publishers, such as quote content, guesswork content, and content to build engagement. For the content advertised on Instagram has been selected and less targeted according to the desired reach, region, age, and preferences. So that the budget spent is right on

target and efficient for advertising, for example, psychology book enthusiasts will be directed to the desired reach.

For ads on Instagram, AHI publishers spend the most budget on Instagram ads, but those that run out faster in the Shopee online store, because 1 click on a targeted search is around 250 rupiah, and the more specific the ad will be more expensive.

To streamline the monthly advertising costs incurred, around 1 to 2 million specifically for advertising on Instagram, and there are other costs for the giveaway program to consumers of around 1 million. The prices of books at AHI publishers range from 30 thousand to 70 thousand, and for purchases on Instagram, you will usually get a discount of 10 to 30%. Product orders can be ordered on Instagram via the AHI publisher's Instagram bio in the linktr.ee/anakhebatbuku column.

b) Interactive

Two-way communication between companies and consumers is very important for the sustainability of good relationships. AHI publishers have provided online social media communication platforms for example on whatsapp, instagram and several other social media and online shops shopee, lazada and tokopedia. To manage this, there is 1 online admin who is in charge of replying to online whatsapp chats, the second admin is in charge of making design mockups and several other tasks, and the third is in charge of creating design content on Instagram and serving consultations on Instagram.

For posts on Instagram per day, the average post is 1 to 3 feed content, and story content is more than 3 posts per day to maintain account activity, and the story content should not be empty per day.

AHI publisher branding in terms of communication is good and good, publishers make their own admin name called minah which is taken from the words admin and great child and be minah. That way, consumers feel closer to AHI publishers and are comfortable to communicate online, because the branding has been well developed.

AHI publishers maintain good relations with consumers who are loyal to their products by following up if there are certain discount promos every month, and sending certain merchandise. Not only that, consumers' WhatsApp is also stored on their cellphones so that they are closer and can see each other's stories and provide status comments to each other, so that they are not formally treated and treated like friends, making communication more active.

In order for the branding of AHI publishers to be known to the wider community, using strategies, for example, having to stay updated with technological developments, especially those on Instagram, for example by making video reels, making it easier for people who see the account without having to become a follower first, depending on the user account algorithm. . If you often see video reels about books for more than 3 seconds, it will have an effect on the appearance of the video reels and also in choosing the reel music. From these video reels, sometimes there are several Instagram users who are interested in viewing the AHI publisher's Instagram profile, and if they comment on the status on the feed or account story, it will affect the AHI publisher's account engagement.

AHI publishers in their service will keep the product in good condition and in good condition, if there are book products that are defective in production, there are reversed pages, folded covers, some bends come off, they can be returned according to existing provisions, and a maximum of 7 days after receiving the goods by the seller consumer.

c) Incentive program

AHI publishers also have excellent programs every month, for example there is a giveaway program and for books on a blessed Friday worth 250 thousand for each person and provides 3 winners for each program. The second advantage of AHI publishers lies in the product, namely in the interesting title that is related to the daily lives of readers and consumers. According to the publisher AHI, if the title is too formal, it is not very good, so with interesting and easy-to-understand book titles, it makes consumers more interested in owning them.

The third flagship program, AHI Publisher, opens partners by means of reseller or dropship registration programs. For reseller members, there are around 450 personal accounts and indie

bookstores in the WhatsApp group which are divided into 3 groups to make communication easier. At first it was difficult for AHI Publishers to invite partners to become resellers, but after there were viral books entitled “Make peace with yourself” and “Read this book when you are tired” which were best sellers, several partners became aware of AHI publishers. And for the book product, the most popular is psychology themed.

The average price for the book is the publisher's standard, and it is very affordable for middle-low and upper-middle consumers. And the main imprint published by AHI is psychology corner, but several partners and consumers know that Ahi publishers also provide various types of books, such as philosophy books.

AHI publishers provide discounts of around 30% for partners whose turnover has reached 5 million, and there will be another level of discount if turnover increases. Not only that, there are distributions to consumers in the form of merchandise such as totebags, pouchbags, and several other merchandise that will be sent to consumers.

AHI publishers have participated in major book bazaar events such as Big Bad Wolf (BBW) and Mocosik at JEC Yogyakarta. In addition, to make it more widely known to the public, use endorsements on accounts that have large followers, for example, jogjascenery and several other accounts, as company promotion media to increase branding, and increase followers. However, to collaborate with big products alone is not for now.

Instagram publisher AHI started to have a lot of followers after a writing competition was held on the @penerbitahi_official account, after that it began to grow until now.

d) Site design

Instagram @penerbitahi_official has a good appearance, informative and active. This publisher has 1 Instagram social media admin and to design feed content and stories on Instagram. Usually, AHI publishers use Canva's design software as the main and Corel Draw as an add-on, for sources of images and other media they usually search on websites such as freepik.com and pinterest.com. Aspects of content that are often included in Instagram designs in the form of quotes of the day, usually obtained from books and included in the design and given the source of what books are made in the feed, there is also content in the form of quizzes, filling in puzzle fields or random words, as well as some daily tips in the form of video reels and feeds posted on Instagram. In 1 feed post on Instagram, usually 3-4 slide feeds are uploaded, and on average there are 90 posts per month on average.

The AHI publisher's instagram admin in designing feeds and stories to video reels still uses design knowledge such as post design, which must be able to breathe or in the design world it is usually called white space, so that the post or design is not too ornamented and focuses on what message will be conveyed. The content also contains simple words, using pastel colors, the images are also related (Kujur & Singh, 2018). Feed postings also usually end by entering ordering info posted on the last slide in the feed as a characteristic as well as reminding consumers to buy the product. Typical posts from AHI publishers use quotes in the form of sad words, because many relate to the daily life of followers, and are usually stored and shared a lot so that account insight increases and there are many interactions.

In addition to using the 4 digital marketing dimensions above, the researchers interviewed about the condition of AHI Publishers during the 2020 to 2021 covid-19 pandemic and the phenomenon of high interest in buying books in Indonesia, low reading power in Indonesia, and the existence of book piracy.

From the interviews, it was found that during the covid-19 pandemic, the sales of AHI publishers were very influential, but it could be overcome by selling through social media Instagram and online stores, which could help this publishing company market its products online, because AHI's publishing partners closed physical stores. when there was PPKM in Indonesia. And it turns out that sales during the pandemic increased due to several factors, for example some people at home during the pandemic needed reading to pass the time, and bought the book online.

There is a phenomenon of high interest in buying books while reading interest is low, according to AHI publisher admins besides consumers buying books because they want to be read, but many

consumers also buy books because of the cool appearance of the book, the title of the book that makes them curious and wants it as a personal collection or for other purposes.

To overcome book piracy, which is high in Indonesia, especially in online sales, AHI publishers in dealing with pirated books have carried out brand patents and patent rights, so that copyright claims can be made. The official price is for example the psychological imprint corner, if you get it in the shopee marketplace for example, they provide a place to report pirated books and will immediately disappear if the AHI publisher reports it, and pirated ones can be seen from the very cheap and unreasonable price.

In this chapter, the author will discuss the digital marketing strategy of AHI publishers using the 4-dimensional theory of digital marketing according to Kim, E. Y., & Kim, Y. (2002) from the findings of the previous chapter as follows:

1) *Transaction or cost*

Transaction or Cost is a promotional method that is able to streamline time and reduce transaction costs. From the previous results chapter, it was found that AHI publishers use strategies to streamline time and costs, namely with social media Instagram @publisherahi_official and online shops shopee, lazada, and tokopedia. On Instagram, AHI publishers have used advertisements to reach followers with targets according to the desired reach, region, age, and preferences, so that an advertising budget of 1 to 2 million can be used effectively and targeted. AHI publishers advertise the most on Instagram than online stores such as Shopee.

For purchases on Instagram, AHI publishers will get a discount of 10-30% from product purchases. It can be concluded that it has been cost effective in advertising AHI publishers on Instagram because sales turnover has increased.

2) *Interactive*

Interactive is a two-way communication relationship between the company and consumers so that it can be well received and quite clear.



Fig. 2. Picture post feed 3 slides AHI publisher

To implement an interactive relationship between consumers and companies, AHI publishers use posts of at least 3 slide feeds per day and stories per day. Not only that, to make it easier for consumers and companies to feel comfortable when communicating, AHI publishers have an admin name, namely Minah. The name Minah is used by AHI publishers so that when they want to ask questions about book products, they are not too stiff and more comfortable and consumers feel closer like friends. In the service of AHI Publishers, if there are printed defects in the hands of consumers, they can be returned according to company policy. It can be said that the interaction between AHI Publishers and Instagram followers is good, it can be seen from the closeness with Minah's admin in asking for book products or just commenting on posts in stories and feeds.

3) *Incentive programs*

Incentive programs are programs that excel in promotions carried out by the company so that they can add more value to the company.



Fig. 3. Picture of the giveaway program through a guessing quiz

AHI Publisher has 3 excellent programs, the first is a giveaway program and for books on Blessing Friday worth 250 thousand, for each individual and provides 3 winners for each program, as shown above, the program with quiz guesses.



Fig. 4. Image of one of the book titles published by AHI

The advantages of the two AHI publishers are the various titles and the use of everyday language sentences, not formal so that consumers who read it feel like the story itself is found in the book.

The third advantage is that there is a reseller and dropsip registration program, and for this program there are 450 accounts that have registered to become ahi publishing partners, starting from individuals and indie bookstores. Not only that, there is a 30% discount for partners who reach a turnover of 5 million per month.

Before the COVID-19 pandemic, AHI publishers participated in big book bazaar events such as Big Bad Wolf (BBW) and Mocosik at JEC Yogyakarta. And once held a writing sambara at the AHI publisher's intgram.

It can be said that AHI publishers have implemented incentive programs such as giveaways and several other programs, thus making consumers active on Instagram @penerbitahi_official.

4) Site design

Site design, which is an attractive appearance, can add positive value to the company through digital marketing media.

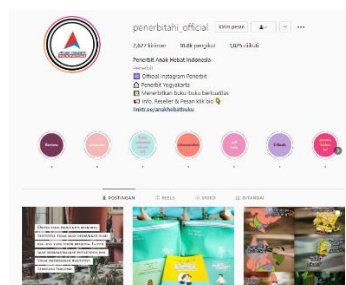


Fig. 5. AHI publisher account display picture

The appearance of AHI's publisher's Instagram is good and informative, it can be seen from his Instagram bio which embeds information about the company. The colors chosen are pastel colors which are more comfortable on the eyes when reading them.

Aspects in the design already exist, namely images that attract attention, informative sentences and invite consumers to want to read them, for example quotes of the day that can lighten the mood when followers read them.

AHI publisher account insights synopsis image display posts starting from a feed of at least 3 slides per day, stories that are always updated, and increasing the number of accounts reached, seen from the last 30 days from October 30 to November 28, accounts reached 31.3 thousand and an increase of about 7.9%.

In terms of display design, it is quite good and informative, so that followers can easily see the images, meanings, and messages that will be conveyed.

5. Conclusion

Due Based on the results of research and discussions that have been carried out, the following conclusions can be drawn:

- 1) AHI publisher's digital marketing strategy through Instagram has been cost-effective in terms of advertising as seen from the increasing number of visitors. Good interaction with Minah's Instagram admin in responding friendly and like a friend, related to books and others. Incentive programs have also been created and implemented well, including a giveaway program on Friday blessing, product discounts when purchasing on Instagram, and interesting book titles. and for the Instagram @penerbitahi_official display, it is good and informative in conveying the meaning of the message or information, so that followers can easily understand it and are comfortable to see with pastel post colors.
- 2) To respond to the phenomenon of buying books which are quite high but reading levels are low in Indonesia, it can be concluded that consumers buy books because they are not only read, but some are just collectors of the book, because of the cool book cover design, as well as the title. very interesting book, and because of the discount from the weekdays.
- 3) To overcome piracy, AHI Publishers has registered trademarks and patents so that, it can reduce book piracy in Indonesia, and if it is found that piracy by certain parties can be given sanctions or taken to legal action.

Acknowledgment

I would like to thank those who were involved in writing the manuscript for my publication, especially to my parents, dear siblings, my lover, communication lecturers at Unisa Yogyakarta, my close friends, and to all members of the community. University of Aisyiyah Yogyakarta campus.

References

- Anderson, P., Coyle, K., Guinosso, S., Ferrand, J. L., Owora, A., Houghton, R. F., & Walsh-Buhi, E. (2021). Promoting adolescent healthy relationships (the about us program): Protocol for a randomized clinical trial. *JMIR Research Protocols*, *10*(9). <https://doi.org/10.2196/30499>
- Auly, A. N., Budiman, T. C. S., & Hawa, F. (2021). THE EFFECTIVENESS OF INSTAGRAM FILTER TO IMPROVE STUDENTS' VOCABULARY. *Journal of English Language Learning*, *5*(2). <https://doi.org/10.31949/jell.v5i2.3469>
- Bloom, P. (2020). Identity, Institutions and Governance in an AI World. In *Identity, Institutions and Governance in an AI World*. <https://doi.org/10.1007/978-3-030-36181-5>
- Chaffey, D., & Smith, P. (2017). Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing. In *Digital Marketing Excellence*.
- Creswell, J. . ., & Clark, V. P. . (2018). Designing and Conducting Mix Method Research. In *Methodological Research* (Vol. 1st).

- Eagle, L., Dahl, S., Czarnecka, B., & Lloyd, J. (2014). Marketing Communications. In *Marketing Communications*. <https://doi.org/10.1017/9781315848860>
- Fernández-Robin, C., McCoy, S., Yáñez, D., & Cardenas, L. (2020). Instagram stories. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 12195 LNCS. https://doi.org/10.1007/978-3-030-49576-3_36
- Ha, H., Loh, H. S., Gay, H. T. E., & Yeap, P. F. (2020). Consumer protection in E-tailing computer sales: a case study of Dell. *International Review of Law, Computers and Technology*. <https://doi.org/10.1080/13600869.2020.1838187>
- Kujur, F., & Singh, S. (2018). Emotions as predictor for consumer engagement in YouTube advertisement. *Journal of Advances in Management Research*, 15(2). <https://doi.org/10.1108/JAMR-05-2017-0065>
- Nadda, V. K., Dadwal, S. S., & Firdous, A. (2015). Social media marketing. In *Handbook of Research on Integrating Social Media into Strategic Marketing*. <https://doi.org/10.4018/978-1-4666-8353-2.ch021>
- Ometov, A., Shubina, V., Klus, L., Skibińska, J., Saafi, S., Pascacio, P., Fluatoru, L., Gaibor, D. Q., Chukhno, N., Chukhno, O., Ali, A., Channa, A., Svertoka, E., Qaim, W. Bin, Casanova-Marqués, R., Holcer, S., Torres-Sospedra, J., Casteleyn, S., Ruggeri, G., ... Lohan, E. S. (2021). A Survey on Wearable Technology: History, State-of-the-Art and Current Challenges. In *Computer Networks* (Vol. 193). <https://doi.org/10.1016/j.comnet.2021.108074>
- Prior, N. (2020). Central Connecticut State University. In *Graduate Study in Criminology and Criminal Justice*. <https://doi.org/10.4324/9781315721606-32>
- Romero-Ruiz, K., Echeverri-Sánchez, L., Peña-Plata, J., Vásquez-Giraldo, S., Aguilera-Cardona, M., Herazo-Avenida, C., Valencia-Arias, A., & Bran-Piedrahita, L. (2017). Information and Communication Technologies Impact on Family Relationship. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2017.02.007>
- Siramaneerat, I., & Agushybana, F. (2021). Inequalities in immunization coverage in Indonesia: a multilevel analysis. *Rural and Remote Health*, 21(3). <https://doi.org/10.22605/RRH6348>
- Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing digital marketing communication of coffee shop using instagram. *International Journal of Interactive Mobile Technologies*, 14(5). <https://doi.org/10.3991/IJIM.V14I05.13351>
- Sugiyono. (2017). metode kuantitatif, kualitatif. In *alfabeta*.
- Tahir, Q., Alang, S., Said, N. M., & Halik, A. (2020). DYNAMICS OF DA'WAH COMMUNICATION IN THE MINORITY OF TORAJA MUSLIM. *JICSA (Journal of Islamic Civilization in Southeast Asia)*, 9(2). <https://doi.org/10.24252/jicsa.v9i2.19126>
- Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Valunaite Oleskeviciene, G., & Sliogeriene, J. (2020). Research methodology. In *Humanities - Arts and Humanities in Progress*. https://doi.org/10.1007/978-3-030-37727-4_2
- Visser, M., Sikkenga, B., & Berry, M. (2021). Digital Marketing Fundamentals. In *Digital Marketing Fundamentals*. <https://doi.org/10.4324/9781003203650>