

The effect of Indomie advertising on Instagram on purchase decisions (survey on Instagram account @indomie)

Rifqi Alamsyah Chaidir^{a,1,*}, Oktaviana Purnamasari^{b,2,*}

^a Communication Departement, Faculty of Social Science and Political Science, Universitas Muhammadiyah Jakarta

^b Communication Departement, Faculty of Social Science and Political Science, Universitas Muhammadiyah Jakarta

¹ Rikialam1@gmail.com *, ² Oktavianapurnamasari@gmail.com*.,

* corresponding author

ABSTRACT

Article history

Received 31-03-2022

Revised 25-05-2022

Accepted 12-07-2022

Keywords

Advertising

Purchasing decisions

Indomie is an instant noodle product brand that has existed since 1971, even this brand has been embedded in people's minds, so it is often found that the Indomie brand is no longer a brand but also a name for instant noodle products. One of the advertisements displayed on Instagram @Indomie is an advertisement about a new variant, namely Indomieghetti Bolognese, which informs about a new variant or innovation of Indomie. This study aims to determine the effect of Indomie Advertising version of Indomieghetti Bolognese on purchasing decisions. The theory used is advertising theory from Kotler and Keller which has informative, persuasive, reminder, and reinforcement dimensions. Then the Purchasing Decision theory from Kotler and Armstrong with the dimensions of need recognition, information search, evaluation of alternatives, purchase decisions, and postpurchase behavior. This research is a quantitative research with survey methods and data collection techniques using questionnaire. The population of this study is Instagram @Indomie's active followers who commented on the upload of March 15, 2021, as many as 156 followers and the sample used is 61 respondents, which is calculated using the Slovin formula. The sampling technique used in this study was Simple Random Sampling. The results of this study indicate that there is an influence of Indomieghetti Bolognese ads on Instagram on purchasing decisions of 0.601 or 60.1% while the remaining 39.9% is influenced by other variables other than those in this study.

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



1. Introduction

Instant noodles are one of the popular foods, favored by various groups, especially among teenagers, so that they can potentially be an alternative food ingredient to replace rice. This is because instant noodles have a fairly high number of calories, affordable prices but still have a good taste, and are easy to obtain (Adeniji & Olalere, 2019). People's habits in consuming food products are also influenced by people's lifestyles that are increasingly dynamic, so people prefer foods that are easy and fast to serve (Ahsan, 2020). Indomie is a brand of instant noodle products that has existed for a long time, even this brand has been embedded in people's minds, so it is often found that the Indomie brand is no longer a brand but also the name of a product (in this case it is an instant noodle product) (Sari & Octavia, 2018). Currently, there are many brands of instant noodles in Indonesia, both those that have been around for a long time and those that have just sprung up, such as Indomie, delicious noodles (Khudhur et al., 2021). sarimi, ABC noodles, supermi, and others. So far, the brand that dominates the market is Indomie while other brands are ranked below

it. In the face of increasingly fierce competition for instant noodles, thus requiring manufacturers to be more innovative in developing their instant noodle products (C & Agu, 2018).

Table 1. Instant Noodle Consumers in Indonesia

100%	95%	94%	92%
Kalimantan	Jawa	Sulawesi	Bali
16.699.671	152.101.810	19.875.249	4.369.817
Penduduk	Penduduk	Penduduk	Penduduk

The survey conducted by the National Socio-Economic (Susenas) in 2020. showed that the island of Java is one of the areas that consume the most instant noodles with a total of 152,101,810 million people or 95% of the total population of Java and Kalimantan is the area that occupies the first position with a total of 16,699. 671 million people and Sulawesi took the third position with 19,875,249 million people who have ever consumed instant noodles.

Table 2. Top Brand Index Instant Noodles

No	Brand	Tbi 2020	Tbi 2021
1	Indomie	70.5%	72.9%
2	Mie Sedap	16.0%	15.2%
3	Sarimi	3.8%	3.1%
4	Supermie	2.3%	2.7%

According to a survey conducted by top brands from 2020-2021, Indomie in the last two years has increased by 2.4% while its competitor, namely delicious noodles in the last two years, has decreased by 0.8%, which means that the Indomie brand is increasingly making progress compared to competitors in terms of quality. two years ago, This is realized by PT Indofood Sukses Makmur Tbk as a producer from Indomie to take this market opportunity by releasing instant noodle products in various variants and flavors that are liked by the Indonesian people (Ogwezzy-Ndisika & Esan, 2016). The promotion and marketing strategy carried out by Indomie has also made Indomie a top of mind brand in the instant noodle category for the people of Indonesia (Kenton & Abbott, 2019). Indomie has one of the mainstay strategies, namely by aggressively issuing the latest flavor variants.

Indomie's marketing communication strategy that regularly introduces new products is called line extension. In the line extension, there are brands that have been around for a long time and issued a new product in a different category (Luttrell & Capizzo, 2020). These different products have the same name and several additions such as new flavors, new shapes, colors, new or new packaging (Kotler & Keller, 2016). One of the new variants of Indomie is Indomie Hype Abis with the aim of presenting a new, contemporary variant that is liked by the public, especially young people (Merdeka.com). the use of contemporary terms is becoming popular with the public, including culinary (Chang, 2021). Contemporary cuisine seems to be a trend among the millennial generation several variants, namely Indomie Hype Abis Fried noodles with geprek chicken flavor, Indomie Hype Abis Chitato-flavored fried noodles, Indomie Hype Abis taste seblak jeletot and Indomie Hype Abis Indomieghetti Bolognese (C & Agu, 2018).

The competitor, Mie Sedap also has a selection variant that aims to attract young people who like innovation, trendy and viral, Mita ardiani as the senior senior brand manager of Mie Sedap said

seeing young people as the main target of Mie Sedap Suka for an innovation that is fun, trendy and viral, Mie Sedap Selection is the new mainstay of noodle lovers in Indonesia (Source Kontan.co.id). Several variants of Mie Sedap Selection, namely Mie Sedap Selection Korean Spicy Soup, Mie Sedap Selection Singapore Spicy Laksa and Mie Sedap Selection Korean Spicy Chicken (Khudhur et al., 2021). The purpose of this study is to measure: (a) Indomie ad version of Indomieghetti Bolognese on followers of the Instagram account @Indomie, (b) The decision to purchase the Indomie version of Indomieghetti Bolognese on the followers of the Instagram account @Indomie, (c) Influence of Indomie Ads version of Indomieghetti Bolognese on purchasing decisions on followers of the Instagram account @Indomie.

2. Theoretical Framework

1) Marketing Communication

According to Kotler & Keller (2016) Marketing communication is a means used by companies to inform, persuade and remind consumers directly or indirectly about the products or brands they sell, broadly speaking, marketing communications represent the voice of the company and its brand. means by which companies can establish dialogue and build relationships with consumers. According to Kotler & Keller (2016) Marketing communication also serves to show consumers how and why it is used, by whom, where and when. Consumers can learn about who makes products and what the goals of companies and brands are, and they become motivated to try and use them. According to Kotler & Keller (2016) the marketing communication mix consists of eight main models of communication:

a) Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services through clear sponsorship through print media (magazines and newspapers), broadcast media (radio and television) network media (telephone, satellite cable, wireless) and exhibition media (billboards, street signs and posters) (Amira & Nurhayati, 2019).

b) Sales Promotion

Various short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons and permits), trade promotions (such as advertisements and perks), and sales force promotions (contests for sales reputation) (Wulandari & Darma, 2020).

c) Event and Experiences

Company-sponsored activities and programs designed to create daily or brand-specific interactions, related to interactions with consumers, including the arts, sports, entertainment, and less formal events and activities (Ford et al., 2019).

d) Public relations and publicity

Various programs directed internally to employees of the company or outside consumers, other companies, governments and the media to promote or protect the image of the company or individual communication products (Communication, 2012).

e) Online and social media marketing

Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, enhance image or lead to sales of products and services (Gupta et al., 2021).

f) Mobile Marketing

Special form of online marketing that places communication on the consumer's mobile phone, smartphone or tablet (Soedarsono et al., 2020).

g) Direct and database marketing

Use of mail, telephone, fax, e-mail or the internet to communicate directly with or solicit response or dialogue from certain customers (Kotler & Keller, 2009).

h) Personal Selling

face-to-face interaction with one or more prospective employees for the purpose of making presentations, answering questions and placing orders (Akhyani, 2020).

2) Advertising

According to (Sundaram et al., 2020), advertising is a form of communication that complex that operates to pursue goals and uses strategies to influence consumers' thoughts, feelings and actions. So advertising is a form of communication with the specific purpose of influencing the thoughts and actions of the target audience. Advertising is a medium which can help a person, company and so on in informing the public of a product or service. Advertising is a special form of communication used by individuals or companies to direct persuasive communication to buyers and also to the public (Sutrisno & Melinda, 2021). The purpose of advertising is a communication with consumers and the level of achievement obtained by consumers in a certain period of time. According to Kotler & Keller (2016) advertising objectives are grouped into 4, which are as follows:

a) Informative advertising

Through advertising, companies can convey information to consumers both about products and other information that can be useful for consumers. Aims to create awareness and knowledge about new products or new characteristics of existing products (Li et al., 2020).

b) Persuasive advertising

Advertising not only tells about the product, but also persuades consumers to be influenced and buy the product. Aims to create likes, preferences, beliefs and buying interest in a product (Agustina & Solichah, 2017).

c) Reminder ad

Advertising will give a certain impression of the product. A good impression can be created because of the use of appropriate colors, attractive images, and good use of language. Aims to stimulate consumers to make repeat purchases of the product (Rosengren et al., 2020).

d) Reinforcement advertising

Aims to convince current consumers that consumers have made the right choice. In the context of the digital era, new media is media based on information and communication technology and relies on speed in terms of content dissemination. Furthermore, new forms of media emerged as a restoration or change from old media forms such as television, film, photography and painting and printing techniques underwent restoration and renewal into computer graphic media, virtual reality, and the World Wide Web (Priest, 2016). Consumer behavior is a direct or visible activity in obtaining and using goods or services, including the decision-making process that precedes and determines these actions. According to Kotler & Keller (2016) "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants".

Purchase decision is one part of consumer behavior. Consumer behavior is an action that is directly involved in the effort to obtain, determine products and services, including the decision-making process that precedes and follows these actions (Kusumasondjaja & Tjiptono, 2019). According to Kotler dan Armstrong (2014) Purchase decisions made by consumers also vary according to the behavior of purchasing decisions. The specific buying process consists of the following sequence of events: (1) Need recognition stage, The buying process starts with need recognition. The buyer recognizes a problem or need. These needs can be triggered by internal stimulants when one of the normal needs such as hunger, thirst, sex rises to a level high enough to become a driving force. Needs can also be triggered by external stimuli. marketers must research consumers to find out what kind of needs or problems arise, what causes these needs to arise and

how marketers lead consumers to buy certain products (Koivunen et al., 2021). (2) Information Search stage, Motivated consumers may or may not seek additional information. If the consumer's drive is strong and a product that satisfies his need is within his reach, he is more likely to buy it. Otherwise, the consumer will store these needs in memory or perform a search for information related to those needs.

At a certain stage, consumers may simply increase attention or may also seek information actively (Doustmohammadian & Bazhan, 2021). Consumers can obtain information from various sources namely personal sources (family), friends, neighbors and co-workers, commercial sources (advertising, sellers, retailers, packaging, websites), experience sources (handling, inspection, product use) and public sources (mass media, rating organizations). (3) Evaluation of alternatives, It is the stage of the buyer decision process in which consumers use the information to evaluate alternative brands in a series of choices. How consumers begin to evaluate purchasing alternatives depends on the individual consumer and the particular buying situation. Consumers use careful calculation and logical thinking. At other times, consumers do little or no evaluation at all, but they buy impulsively (Ulfa et al., 2021). Sometimes consumers make their own decisions, sometimes it depends on friends, consumer leads or sales to get a buying target. (4) Buying decision, That is the stage of the decision process in which the consumer actually purchases the product (Djafarova & Rushworth, 2017).

In the evaluation stage, consumers rank brands and form purchase tendencies (intentions). In general, consumer purchasing decisions will buy the most preferred brand. (5) Behavior after purchase, That is the stage of the buyer's decision process, consumers actually take further action after purchase based on their satisfaction or dissatisfaction. After buying a product, consumers will feel satisfied or dissatisfied and will enter into post-purchase behavior. The greater the difference between expectations and performance, the greater the consumer dissatisfaction. The seller must provide a promise that is truly in accordance with the performance of the product so that the buyer is satisfied (Sembiring & Prabandari, 2021).

3. Method

This research was conducted on followers of the Instagram account @Indomie who commented on uploads about indomieghetti Bolognese on March 15, 2021 and the time of the study began on April 24 to October 24, 2021. This study uses a quantitative approach. According to (Sugiyono, 2018b) quantitative research is a positivist-based method, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses. The research method used by the author in this study is a survey. according to Kriyantono (2006) survey is a research method using questionnaires as the data collection instrument. The aim is to obtain information about a number of respondents who are considered to represent a certain population.

Population is a generalization of the area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sarifudin et al., 2020). The initial population in this study was 502 and it was determined that the characteristics of the population in this study were active followers of the Instagram account @Indomie who commented on uploads about Indomieghetti Bolognese on March 15, 2021 and had purchased Indomieghetti Bolognese with 156 followers. Thus, the total population in this study was 156 followers. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018a). Due to time and cost limitations, research cannot be carried out on all members of the population, so several people are taken or called samples in the population. The formula used to determine the sample in this study is using the simple Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

description

n: number of samples

N: number of population

e: eror tolerance

In this study, the percent allowance of inaccuracy used was 0.1 (90% accuracy).

$$n = \frac{156}{1 + 156 \cdot (10\%)^2}$$

$$n = \frac{156}{1 + 156 \cdot (0,01)}$$

$$n = \frac{156}{2,56}$$

$$n = 60,93$$

n = 60,93 rounded to 61

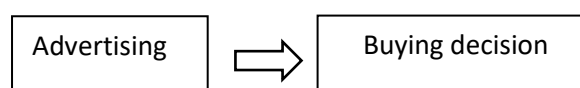
Based on the population of this study, the sample in this study used the solvin formula, so the total sample was 61 respondents, Probability sampling is a sampling technique that provides equal opportunities for each element or member of the population to be selected as sample member (Sugiyono, 2018b). The sample selected in this study used the Probability Sampling method with a simple random sampling technique. Sampling is done randomly from the population without regard to the strata contained in the members of the population.

Primary data is a data source that directly provides data to data collectors, after being collected and processed by the direct researcher. the method used in obtaining primary data is by using the questionnaire method (questionnaire). The questionnaire is a data collection technique with a series of draft questions or statements that have been prepared, which are given to respondents to get answers (Sarifudin et al., 2020). With this technique (questionnaire) is an efficient data collection technique if you know with certainty the variables to be measured. In this study, the data collection technique used by the researcher is by distributing a list of questionnaire questions in the form of a google form with each questionnaire carried out for these measurements with the aim of producing accurate quantitative data, so each questionnaire has a rating scale. According to Kriyantono (2006) a questionnaire is a list of questions that must be filled out by the respondent, also called a questionnaire. The type of Likert interval scale used in this study is the Likert scale. The Likert scale is a scale that shows how strong the level of agree or disagree with a statement (Ahmad et al., 2019).

Table 3. Score Based on Likert Scale

Jawaban	Skor
Strong agree	4
Agree	3
Do not agree	2
Strongly disagree	1

The data obtained by researchers through various sources, books and other literature such as journals and thesis citations. The data collected is data related to the problem being studied in this study.



The purpose of the research framework above is how the influence of Indomie Mieghetti Bolognese advertising on purchasing decisions. so that the concept can be measured and of interest,

the variable is needed. In short, the variable is a construct that is given a value in the form of a number. The conceptual framework also supports or explains the background image of the research. The success or failure of delivering a message in an advertisement depends on how the advertisement is managed and packaged so that it is attractive and gets positive value from the audience. The hypothesis is a temporary answer to the research problem formulation, the problem formulation has been described in the form of a question sentence. The hypothesis is a temporary answer to research whose truth will only be proven in this study. In this study, the hypothesis is formulated as follows:

H1: Indomie ad version of Indomieghetti Bolognese on Instagram has an influence on purchasing decisions

H0: Indomie ad version of Indomieghetti Bolognese on Instagram has no influence on purchasing decisions

Validity test aims to see the extent to which a measuring instrument used in measuring is valid. a valid instrument or questionnaire means that the measuring instrument used to obtain data (measure) is valid (Sugiyono, 2016:121) validity test to measure the validity or invalidity of an instrument. The instrument is said to be valid if the questions on the questionnaire are able to produce something that is measured by the questionnaire. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data. To determine the degree of relationship and contribution of the independent variable (independent) with the dependent variable (dependent) analyzed using Pearson product moment correlation. The reliability test is a tool used to measure the consistency of the questionnaire which is an indicator of the variables. A questionnaire is said to be reliable if it gives consistent results or the same answer even though it is used repeatedly. Reliability means that the measuring instrument used is stable (not changing), reliable (dependable), and fixed or consistent (Kriyantono, 2014: 145).

Data analysis is the process of organizing and sorting data into patterns, categories and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by (Maleong 2000) in kriyantono (2016:167). The analytical technique used is to collect answer data from respondents are then analyzed quantitatively. The data analysis processing technique used in this study is simple linear regression analysis. Regression analysis is an analysis that measures the variable independent x and dependent variable y simple linear regression formula as follows.

$$Y = a + bX$$

Information :

X : Advertisement

Y : Purchase Decision

a : constant (Y value if X +0)

b: regression coefficient (Increase or Decrease value)

4. Results and Discussion

Judging from the profile of respondents who did 61 people with a percentage of 100%, it can be seen that the male respondents were 17 people with a percentage of 28% while the female respondents were 44 people with a percentage of 72%. Based on the results of these calculations, the overall respondents are dominated by women compared to men.

Table 4. Validity Test Results (X)

X Variabel Statement	R _{tabel}	R _{hitung}	Description
1	0,361	765	Valid

2	0,361	371	Valid
3	0,361	533	Valid
4	0,361	526	Valid
5	0,361	552	Valid
6	0,361	384	Valid
7	0,361	756	Valid
8	0,361	401	Valid

From the test results above, if $r_{table} < r_{count}$ then the statement is said to be valid if $r_{table} > r_{count}$ then the statement is invalid. Based on the results of the validity test above that has been carried out with SPSS 25, as many as 8 statement items on the Y variable (Towards Purchase Decisions) can be said to be valid because r_{count} has a greater result than r_{table} .

Table 5. Validity Test Results (Y)

Y Variabel Statement	R _{tabel}	R _{hitung}	Description
1	0,361	383	Valid
2	0,361	559	Valid
3	0,361	551	Valid
4	0,361	740	Valid
5	0,361	411	Valid
6	0,361	631	Valid
7	0,361	525	Valid
8	0,361	435	Valid

From the test results above, if $r_{table} < r_{count}$ then the statement is said to be valid if $r_{table} > r_{count}$ then the statement is invalid. Based on the results of the validity test above that has been carried out with SPSS 25, as many as 8 statement items on the Y variable (Towards Purchase Decisions) can be said to be valid because r_{count} has a greater result than r_{table} .

Table 6. Reliable Test (X)

Reliability Statistics X	
Cronbach's Alpha	N of Items
0,640	8

From the table above, it can be explained that the value on Cronbach's Alpha of the variable X (Influence of Indomie Ads version of Indomieghetti Bolognese on Instagram) is 0.640, based on the

constant measure of Cronbach's Alpha it can be said that 8 items in the questionnaire Variable X (Influence of Indomie Ads version of Indomieghetti Bolognese on Instagram) Instagram) is Reliable.

Table 7. Reliable Test (Y)

Reliability Statistics Y	
Cronbach's Alpha	N of Items
0,611	8

From the table above, it can be explained that the value of Cronbach's Alpha of the variable Y (Purchase Decision) is 0.611, based on the fixed size of Cronbach's Alpha it can be said that the 8 items on the questionnaire Variable Y (Purchase Decision) are Reliable.

Table 8. Model Summary (Determination Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 ^a	0,601	0,594	1,45126

The coefficient of determination R Square is intended as a contribution to the influence given by the variable x, namely the influence of the Indomie version of the Indomieghetti Bolognese advertisement on Instagram on the variable y, namely the purchase decision or in other words R Square is used to predict and see how much influence the variable X has on the Y variable. , Based on the coefficient of determination table above, it can be seen that the R Square value of 0.601 or equal to 60.1% this number means that Indomieghetti's purchasing decisions are influenced by advertisements, while 39.9% are influenced by variables other than those in this study.

Table 9. Anova (Simple Linier Regression Analysis)

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	186,950	1	186,950	88,764	.000 ^b
	Residual	124,263	59	2,106		
	Total	311,213	60			

In the table above, the ANOVA test produces an F of 88.764 with a sig or probability of 0.000 and a significant level value of $\alpha = 0.1$. The probability in the table is 0.000 where the number is <0.1 , so that this regression model can be said to be feasible to use in predicting the influence of the Indomie Indomie version of Indomieghetti Bolognese advertising on Instagram on purchasing decisions.

Table 10. Hypothesis Testing

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,178	1,951		3,679	0,001
	Iklan	0,704	0,075	0,775	9,421	0,000

The value of t table is in accordance with the calculation results (viewed from the list of tables the value of Ttable is 1,670. The coefficients table has obtained a tcount of 9,421. So, $9,421 > 1,670$ or $t_{count} > t_{table}$, so it can be concluded that H_0 is rejected and H_1 is accepted or can be explained that there is a significant effect between the Indomie version of the Indomieghetti Bolognese advertisement on Instagram (Variable X) on purchasing decisions (Variable Y).

5. Conclusion

This study aims to determine the effect of Indomie Advertising version of Indomieghetti Bolognese on purchasing decisions. The theory used is advertising theory from Kotler and Keller which has informative, persuasive, reminder, and reinforcement dimensions. Then the Purchasing Decision theory from Kotler and Armstrong with the dimensions of need recognition, information search, evaluation of alternatives, purchase decisions, and postpurchase behavior.

This research is a quantitative research with survey methods and data collection techniques using qff1questionnaires. The population of this study is Instagram @Indomie's active followers who commented on the upload of March 15, 2021, as many as 156 followers and the sample used is 61 respondents, which is calculated using the Slovin formula. The sampling technique used in this study was Simple Random Sampling. The results of this study indicate that there is an influence of Indomieghetti Bolognese ads on Instagram on purchasing decisions of 0.601 or 60.1% while the remaining 39.9% is influenced by other variables other than those in this study.

Acknowledgement

The researcher would like to thank the University of Muhammadiyah Jakarta, especially Mrs. Oktaviana Purnamasari, the Head of the Communication Studies Study Program. the members involved in the Youth Communication Day Seminar, Parents, Family, and Friends who always support researchers in completing this research.

References

- Adeniji, J. B., & Olalere, S. A. (2019). Semiotic Storytelling in Advertising: An Analysis of Four Indomie Noodles Advertisements. *New Media and Mass Communication*, 3267(2004).
- Agustina, L. R., & Solichah, M. S. (2017). METAPHORS OF LIFE INSURANCE AND HOME APPLIANCE ON YOUTUBE ADVERTISEMENTS VIDEOS. *Diglossia: Jurnal Kajian Ilmiah Kebahasaan Dan Kesusastraan*, 8(2). <https://doi.org/10.26594/diglossia.v8i2.866>
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, 10(5). <https://doi.org/10.5430/ijfr.v10n5p54>

- Ahsan, M. (2020). The Influence of Corporate Internal and External Factors on Bumn Share Prices: A Case Study in 12 BUMNs. *Asian Journal of Economics, Business and Accounting*. <https://doi.org/10.9734/ajeba/2020/v19i330305>
- Akhyani, I. (2020). Integrated marketing communication “Gadis modis” sebagai usaha mikro kecil dan menengah dalam meningkatkan loyalitas konsumen. *COMMICAST*, 1(1), 10. <https://doi.org/10.12928/commicast.v1i1.2411>
- Amira, N., & Nurhayati, I. K. (2019). Effectiveness of Instagram Sponsored as Advertising/Promotion Media (Study of Tiket.com Advertisement with EPIC Model Method). *JCommsci - Journal Of Media and Communication Science*, 2(2). <https://doi.org/10.29303/jcommsci.v2i2.53>
- C, I. F., & Agu, A. G. (2018). Impact of Television Advertisement on Undergraduate Students’ Purchase Decision on Indomie Noodles. *Journal of Economics and Management Sciences*. <https://doi.org/10.30560/jems.v1n3p27>
- Chang, W. J. (2021). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1). <https://doi.org/10.1108/BFJ-01-2020-0014>
- Communication, C. (2012). Handbook of Risk. In *Communication*. <https://doi.org/10.1007/978-94-007-1433-5>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2016.11.009>
- Doustmohammadian, A., & Bazhan, M. (2021). Social marketing-based interventions to promote healthy nutrition behaviors: a systematic review protocol. *Systematic Reviews*, 10(1). <https://doi.org/10.1186/s13643-021-01625-5>
- Ford, K. L., Albritton, T., Dunn, T. A., Crawford, K., Neuwirth, J., & Bull, S. (2019). Youth study recruitment using paid advertising on instagram, snapchat, and facebook: Cross-sectional survey study. In *JMIR Public Health and Surveillance* (Vol. 5, Issue 4). <https://doi.org/10.2196/14080>
- Gupta, M., Sinha, N., Singh, P., & Liébana-Cabanillas, F. (2021). Instagram Advertising among Young Consumers in Wearable Fitness Trackers: The Moderating Role of Technology Acceptance Factors. *Journal of Global Marketing*, 34(5). <https://doi.org/10.1080/08911762.2021.1931616>
- Kenton, W., & Abbott, B. (2019). Marketing mix definition. *Investopedia*.
- Khudhur, P. K., Hajee, S. I., Abdulkareem, S. M., & Rahman, L. Q. (2021). Evaluation of hemato-biochemical parameters, body and organ weight and reproductive profile changes in response to receiving different levels of indomie noodles in albino rats. *Indian Journal of Pharmaceutical Sciences*, 83. <https://doi.org/10.36468/pharmaceutical-sciences.spl.239>
- Koivunen, A., Kanner, A., Janicki, M., Harju, A., Hokkanen, J., & Mäkelä, E. (2021). Emotive, evaluative, epistemic: A linguistic analysis of affectivity in news journalism. *Journalism*, 22(5). <https://doi.org/10.1177/1464884920985724>
- Kotler dan Armstrong. (2014). Prinsip-Prinsip Pemasaran Edisi 12. In *Erlangga*.
- Kotler, P., & Keller, K. L. (2009). Manajemen pemasaran Jilid 1. In *Jakarta*.
- Kotler, P., & Keller, K. L. (2016). Marketing Mangement. In *Pearson Edition Limited*.
- Kriyantono, R. (2006). *Teknik Praktis Riset komunikasi - Rachmat Kriyantono, S.Sos., M.Si - Google Books*. Kencana Prenada Media Group.
- Kusumasondjaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4). <https://doi.org/10.1108/IntR-11-2017-0459>
- Li, Z., Wong, T. J., & Yu, G. (2020). Information dissemination through embedded financial analysts: Evidence from China. *Accounting Review*, 95(2). <https://doi.org/10.2308/accr-52521>
- Luttrell, R. M., & Capizzo, L. W. (2020). The PR Agency Handbook. In *The PR Agency Handbook*. <https://doi.org/10.4135/9781506329031>

- Ogwezzy-Ndisika, A. O., & Esan, O. (2016). Portrayal of Mothers in TV Commercials: Case Study of Nigerian Indomie Noodles Campaign. In *Taking Stock: Nigerian Media and National Challenges* (Issue ACSPN Book Series).
- Priest, S. (2016). Communicating Climate Change: The Path Forward. *Communicating Climate Change, chapter 3*.
- Rosengren, S., Eisend, M., Koslow, S., & Dahlen, M. (2020). A Meta-Analysis of When and How Advertising Creativity Works. *Journal of Marketing*. <https://doi.org/10.1177/0022242920929288>
- Sari, A., & Octavia, Y. (2018). Influence of Power Messages Advertisement and Credibility Celebrity Endorser Indomie Advertising to Brand Awareness in Television. *Journal of Scientific Research in Allied Sciences, 4*(1). <https://doi.org/10.26838/jusres.2018.4.1.12-24>
- Sarifudin, Evendi, H. H., Jumasa, M. A., Surjono, H. D., Hasana, S. N., Maharany, E. R., Setiawan, A., Wigati, S., Sulistyaningsih, D., Putri, N. W., Dwijayanti, R., Wisudawati, W., Sulistyowati, E., Rusli, M., Hermawan, D., Supuwiningih, N., Simarmata, J., Mujiarto, Agung, A. A. G., ... Samatowa, U. (2020). Metode Penelitian Kuantitatif, Kualitatif, dan R & D. In *JPM : Jurnal Pendidikan Matematika*.
- Sembiring, V. A., & Prabandari, W. D. (2021). Analysis of the Impact of Korean Wave on Purchase Decision Making at Patbingsoo Korean Dessert House, Flavor Bliss, Tangerang Selatan. *International Journal of Innovative Science and Research Technology, 6*(3).
- 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. (2018a). Metode Peneiltian Kuantitatif, Kualitatif Kombinasi dan R&D. In *Alfabeta Bandung*.
- Sugiyono. (2018b). Metode Penelitian Kualitatif dan R&D. Bandung: Alfabeta. In *Metode Penelitian Kualitatif dan R & D. Bandung: Alfabeta*.
- Sundaram, R., Sharma, R., & Shakya, A. (2020). Power of digital marketing in building brands: A review of social media advertisement. In *International Journal of Management* (Vol. 11, Issue 4). <https://doi.org/10.34218/IJM.11.4.2020.025>
- Sutrisno, R., & Melinda, F. (2021). The effects of cigarette advertisement and peer influence on adolescent's smoking intention in Indonesia. *Open Access Macedonian Journal of Medical Sciences, 9*(T4). <https://doi.org/10.3889/oamjms.2021.5809>
- Ulfa, R., Habiddin, H., & Utomo, Y. (2021). Interactive Instructional: Theoretical Perspective and Its Potential Support in Stimulating Students' Higher Order Thinking Skills (HOTS). *J-PEK (Jurnal Pembelajaran Kimia), 6*(1). <https://doi.org/10.17977/um026v6i12021p001>
- Wulandari, L. P. A., & Darma, G. S. (2020). Advertising Effectiveness in Purchasing Decision on Instagram. *Journal of Business on Hospitality and Tourism, 6*(2). <https://doi.org/10.22334/jbhost.v6i2.220>