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Literature Study : Utilization of Social Media Applications Instagram, Facebook dan TikTok as Marketing Media

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Abstract; Social Media utilization with various types of applications and features is growing rapidly in Indonesia, so that business actors use social media as one of the marketing media. Research on marketing through social media (Social Media Marketing) has also been done a lot before. The use of social media and the results obtained from marketing using social media need to be studied to be able to develop various other marketing strategies. This study is a literature review by reviewing previous studies with a focus on analysis, namely examining the effectiveness of marketing through social media, especially Facebook, Instagram and TikTok applications on the marketing results of each of these applications. The method used is a literature study of various previous studies, and the author submits a research experiment in Social Media Marketing.

Keywords: Social media, marketing media, facebook, instagram, tiktok

INTRODUCTION

The development of information technology with the presence of various social media applications encourages changes in human trading behavior. Through social media applications, users can access anytime and anywhere, because in addition to being accessed through a computer can be accessed via mobile / smartphone. Quoted from Yonatan (2023) on <https://goodstats.id> website, the use of social media in Indonesia is experiencing rapid development. Launching Data Reportal, in 2023, there will be a total of 167 million social media users. 153 million are users over the age of 18, which is 79.5% of the total population. According to the latest Central Statistics Agency (BPS) data, the population in Indonesia has now reached 278.69 million people by mid-2023. Based on these data, the percentage of social media users in Indonesia is 60% of the total population. For information, the average time spent by Indonesians to access social media is 3 hours 26 minutes. (<https://databoks.katadata.co.id>).

Currently there are various types of social media that are known by the public, according to the results of research by 'We Are Social' among the many types of social media, social media that are in demand by Indonesians today include Youtube, Facebook,

Instagram, Twitter, and TikTok. Along with its development, social media is not only used as a medium of communication and entertainment media, along with the development of social media applications can also be used as marketing media (Social Commerce). According to Hootsuite, social commerce is the activity of buying and selling products online through social media. Unlike ordinary e-commerce, in social commerce buyers and sellers can interact more freely, and can transact directly on social media without having to enter other digital sites or applications. Some examples of these service providers are TikTok Shop, Facebook Shops, and Instagram Shopping.

Annur (2023) on the website (<https://databoks.katadata.co.id>) said that according to the We Are Social report on the website in October 2023, Indonesia is the country with the fourth highest number of Instagram users in the world with the number of users as of October 2023 around 104.8 million, the third most Facebook users in the world with the number of users reaching 136.35 million as of October 2023 and the 2nd most TikTok users in the world with the number of TikTok users around 106.51 million as of October 2023.

Based on some of the things described above, the behavior of using social media applications in Indonesia is a great opportunity for traders to promote their products using social media. This provides opportunities for business practitioners to be able to conduct marketing communications anytime and anywhere. Business people need effective marketing media with the aim of expanding their market share. For this reason, the author focuses on further examining the use of 3 types of applications, namely Instagram, Facebook, and TikTok as supporting media for product marketing in Indonesia.

Referring to the background that has been described, the formulation of the problem is obtained as follows:

1. How are product marketing activities carried out by sellers through each type of social media Instagram, Facebook and TikTok?
2. How does social media impact Instagram, Facebook and TikTok marketing on the marketing of goods and service products?

The objectives of this study are :

1. Knowing the product marketing activities carried out by sellers through each type of social media Instagram, Facebook and TikTok.
2. Knowing the impact of the most effective digital marketing applications for marketing media for goods and service products

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1. Marketing Theory

According to Kotler and Keller (2016) Marketing is an organizational function and a set of processes to create, communicate, and deliver value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders. Marketing management is the art and science of selecting target markets and obtaining, retaining, and growing customers through the creation, delivery, and communication of superior customer value. Today's market is fundamentally different as a result of great social forces that have generated many new capabilities for consumers and companies. In particular, technology, globalization, and social responsibility have created new opportunities and challenges and changed marketing management significantly. Companies seek the right balance between tried and true methods with breakthrough approaches to achieve marketing excellence.

The set of tasks required for successful marketing management includes developing marketing strategies and plans, capturing marketing insights, connecting with customers, building strong brands, creating, delivering, and communicating value, and creating long-term growth.

2. Social Media Marketing

Kaplan and Haenlin (2010) define Social Media as a group of Internet-based applications that use Web 2.0 ideology and technology, where users can create or exchange information on the application. Some social media that are very popular and have millions of users in Indonesia are Facebook, Twitter, Instagram, Youtube, Blogs, and others. Social media allows users to communicate with millions of other users (Williams et al. 2012) in Moriansyah (2015). Currently, social media can be accessed not only using computers and laptops, but most applications can be accessed using gadgets such as tabs and smartphones so that social media users can access anytime and anywhere. It provides opportunities for marketers to be able to conduct marketing communications anytime and anywhere.

According to Zilfania (2014) stated that the use of social media has begun to be often used in marketing, public communication, offices or departments that deal directly with consumers or stakeholders. In business, social media is also one of the channels that support communication in marketing merchandise quickly and profitably compared to selling directly to the market. The merger of social media with marketing is to support marketing performance along with the development of technology and information. Social media marketing is a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that may not be available through traditional advertising channels.

According to Zarella (2010) in Fajardiana and Untari (2018), Social media marketing is a strategy of marketing activities using social media sites such as Facebook, Twitter, Youtube and so on. Social media is one powerful way to promote the products and services that we have through internet marketing. The method is easy, simple, but has a great effect.

Funk (2013) in Syharullah (2021) explains the perceived advantages of using social media, namely: a) Fast and simple. Everyone can do it without having to know information technology (IT) can use it, only using a computer, mobile phone, or tablet plus an internet connection; b) Creating closer relationships with consumers, companies can interact and build reciprocity; c) Social media can reach globally and widely quickly without much cost; d) The probability of a purchase increases by 51% after a customer clicks the "like" button; e) As many as 90% of consumers trust product reviews from people they know; 70% trusted reviews from people they don't know; and f) If a person or consumer likes a product post and gives a positive comment for example liking the product or service on social media, then other people will also visit more of the social media and consider buying the product.

Social media also has weaknesses, Hermawan, (2012) revealed that there are disadvantages of social media, namely: a) Products cannot be touched and tried in real terms by consumers; and b) Lack of safety regarding the authenticity of the product.

3. Instagram

Instagram itself was born from a company called Burbn, Inc., which was founded by Kevin Systrom and Mike Krieger. When it was first launched, Instagram came as the latest innovation in photo and video-based social networks. This application provides photo & video feed features, likes, comments, chat, follow, stories, music, live, reels, shopping, and ads. Instagram is a platform used to share photos and videos. Even now, Instagram is present as a platform that has various features, such as sending messages via Direct Message, viewing a business's product catalog through Instagram Shopping and others. The development of Instagram from year to year can also be seen from its features that are constantly upgraded according to the needs of the times (Darestuti, 2022).

Alimuddin (2022) through the website (<https://buzzup.id/>) in 2022 Instagram launched a monetization feature so that Instagram users can get income from every work posted. Instagram also has a Shopping feature, which is a feature that allows business

owners to create a catalog of their business products, so customers can buy directly through posts on Instagram. Instagram Shopping allows sellers to tag their posts on Instagram, which contain product names and prices, as well as provide descriptions of products and website links where to buy products. This feature allows customers to easily recognize the products sold, then can proceed to the purchase page that is also available.

Annur (2023) through the website (<https://databoks.katadata.co.id/>) said that according to the We Are Social report, in October 2023 there are around 104.8 million Instagram users in Indonesia. This number makes Indonesia the country with the fourth most Instagram users in the world.

4. Facebook

Facebook was introduced to the public by Mark Zuckerberg on February 4, 2004. He co-founded Facebook with colleagues Dustin Moskovitz, Chris Hughes and Eduardo Saverin. Facebook allows users to create personal profiles, connect with friends and family, join groups, and follow business pages or public figures and promote businesses or products. Until now there are three main groups of Facebook features, namely:

- Post and connect features that contain posts of narration, images, videos, polls, stories, chat/messenger, groups.
- Business features that contain appointments, events, job openings, and marketplaces that allow users to make trade transactions.
- The page optimization feature that contains insights is a feature about an overview of user-generated pages. Ads are channels for promoting anything to Facebook users. The only feature that is not free is this ad and paid according to the terms of Facebook.

Facebook's latest features to support business and promotion are Facebook Ads and Facebook Marketplace. Facebook Ads itself is a paid advertising media which makes Facebook users as its audience. Ads created will be placed on the homepage or sidebar. Based on its form, there are two types of ads, namely video ads and display ads. And Facebook Ads also has several ad categories based on their objectives, such as Traffic, Engagement, Lead Generation and others (Darestuti, 2022).

Quoted from the official Facebook website (<https://id-id.facebook.com>), Facebook Marketplace is a place to find and buy goods, but offering items for sale is not the same as creating paid ads that will be displayed when someone shops on Marketplace. Marketplace can reach more people where they shop when users create ads for Marketplace. People may see ads when they use the Facebook app on their phones to shop on Marketplace. Ads appear with other relevant products and services on Marketplace so customers interested in them can visit websites, apps, impression details available on Marketplace for more info.

Annur (2023) through the website (<https://databoks.katadata.co.id/>) according to the latest report by We Are Social, the number of Facebook users in Indonesia reached 136.35 million as of October 2023. That number makes Indonesia the country with the third most Facebook users in the world.

5. TikTok

Inggih pangestu (2022) through <https://idmetafora.com> website explained that the TikTok application originated in China and was launched in early September 2016 by an entrepreneur named Zhang Yiming, who is also the founder of the technology company ByteDance. Before this application was widely known in the global community, this application was known by the name Douyin in its home country. When a user wants to share a short 15-second video with all other users just use this app. Tik Tok is a social networking

app and music video platform that allows users to create, edit and share short video clips with filter and music support. The app allows users to quickly and easily create unique short videos to share with friends and the world.

The TikTok application is relatively new when compared to Instagram and Facebook, even though the TikTok application in Indonesia is very popular. Annur (2023) through the website (<https://databoks.katadata.co.id/>) according to the We Are Social report, there are around 106.51 million TikTok users in Indonesia in October 2023. That number makes Indonesia the country with the 2nd most TikTok users in the world.

Some of the features that TikTok currently has are the feature of creating video content with the addition of music and video filters to adjust the appearance. Sticker filters and video effects are provided, voice changer filters allow users to change the voice on videos with several types of sound effects provided, beauty filters allow users to beautify appearances, auto captions filters allow Tik Tok content creators to insert subtitles generated automatically by the application, the feature of deleting comments and blocking users in bulk, as well as the TikTok live feature that allows users to record and share live activities (Inggihpangestu, 2022).

TikTok has even provided the TikTok for Business feature where the feature serves to facilitate business people by providing statistical insights or additional tools to accommodate the business needs of companies or business people such as engagement analysis and performance content to the audience. (<https://mtarget.co>). With the various features provided by TikTok, it allows users to develop businesses and do marketing by creating product advertisements on TikTok. Content can lead to information, so it will be a soft sell.

METHOD

This research is a literature study or literature review. Nazir (2011) stated that literature studies include data collection activities carried out to obtain deeper materials and references about the studies studied. The literature sources studied come from books, journals, print media, and electronic media, as well as sumer from other literature related to the discussion of research. The article focused on the use of various kinds of digital marketing applications, especially social media types of Instagram, Facebook, and TikToj applications as product marketing instruments. The data used in this study are secondary data obtained from the results of research by previous researchers. Furthermore, scientific sources are identified and analyzed to obtain and build theoretical foundations, frame of mind, and determine provisional conjectures.

RESULT AND DISCUSSION

1. Social Media Utilization as Marketing Media of Goods Product

Puspitarini and Nuraeni's (2019) research on clothing products explains the promotional activities of Happy GoLucky clothing products carried out on @hglhouse Instagram account, namely in the form of Instagram Ads, discounts, giveaways, reuploading consumer testimonials on insta stories, a collection of photos on Instagram feeds, including phone numbers, email addresses, directions and website addresses on Instagram profiles and also sessions showing new products which is called unboxing time. In this promotional activity, Happy GoLucky house wants to be known as a businessman with a cheerful and colorful character. These characters are supported by content that always uses colorful photo backgrounds, interesting props and also positive sentences that are always included in every upload. Afifah (2023) also explained that the use of Instagram and Facebook statistically had a real effect on increasing the sales volume of copper working products in Boyolali, Central Java.

Research by Dewi and Darma (2022) on two clothing and culinary businesses in Bali, states that the use of Instagram social media to popularize and promote clothing and culinary business products is quite effective and can also increase profits or income for informants. Untari and Fajarian's research (2018) explains that sales of batik products from Subur Batik increased after the use of Instagram as a promotional medium. Before using Instagram, Subur Batik in one month only sold 70 batik cloths with a profit of Rp 10,000 for 1 piece of batik cloth then in one month Subur Batik only got a profit of Rp 700,000. After using sales through Instagram social media, the Sibur Batik account has increased as seen from the table in one month, Subur Batik can sell 200 to 500 batik fabrics. The strategy used by Subur is to use endorsement services by several celebrities who have >10,000 followers by giving 2-3 pieces of batik clothes to celebrities as an endorsement fee. Nafis (2017) in his research concluded that the promotion of Afra Hijab through Instagram social media can be said to be effective. A total of 55 respondents who were both in the Attention stage and survived to the final stage, namely Action and Share, quite a lot, namely 35 or 64% to the Action stage and 32 or 58% survived in the last stage, namely Share.

In addition, research in the field of consumer goods by Pratiwi (2021) is known that if consumer desires after seeing promotions on Instagram @happyfresh_id, more consumers will buy the products offered. This is due to the tendency of consumers to buy products after getting online promotional information on Instagram. Budino's (2020) research in the restaurant sector states that Instagram social media partially has a significant influence on purchasing decisions at Ayam Geprek Juara restaurants in Rawamangun. This can show that the contribution of Instagram social media influence to purchase decisions is 23.04% and the remaining 76.96% is influenced by other factors outside the influence of Instagram social media promotion. Ningtyas et al (2022) in their research explained that the sales turnover of Kang Bewok Restaurant before using Instagram from January-March 2019 was IDR 63,000,000 with an average of IDR 21,000,000 / month and after using Instagram from April 2019-February 2020 was IDR 269,000,000 with an average of IDR 24,454,545 / month . The activities carried out are uploading photos and videos 3-4 times / week and using Instagram stories with a number of viewers of 100-200 users on each story.

Research by Azhari and Ardiansyah (2022) on Furtivez products explains the use of TikTok as a product marketing medium by uploading videos with the most responses is video type content containing the process of making bananastrips products with the aim of providing information about how to make one of the Frutivez product variants and the message conveyed in the video is to provide an understanding to the TikTok audience that Frutivez products are produced with priority hygiene and technological innovation. Ariwibowo et al (2023) also explained that TiktokShop has a significant impact in increasing the turnover of merchants, especially in categories such as Beauty, Womensware, and Health. The average turnover data of TiktokShop merchants shows that this platform has managed to become an effective tool for sellers in selling products and achieving success in their business. The sellers have succeeded in optimizing marketing strategies by utilizing live streaming features, influencer services, affiliates, and various guides provided by TiktokShop. Quoted from <https://www.cnbcindonesia.com> TiktokShop in Indonesia is closed as of October 4, 2023 because TiktokShop is not in accordance with Minister of Trade Regulation 51 of 2023 where social media is prohibited from playing a dual role as e-commerce, however, TikTok is still allowed as a medium for promoting goods.

The results of Sukmawati's research (2023) explained that Alsafood Pacitan utilizessocial media Facebook, and Instagram as marketing media. MostMSMEs use social media for personal communication with consumers, marketing and advertising, recording consumer needs, providing responses to consumers, helping decision making and as a discussion forum with consumers. Based on research on the use of social media, it can increase sales by more than 100% if companies update information consistently through social media every day. Research by Afiah et al (2022) in Makasaar City highlights the use of TiTok to promote culinary products through video posts has made MSME culinary brands better known and increased sales by 80%-200%.

2. Social Media Utilization as Marketing Media of Services Type Product

Wisuda (2019) on the results of research conducted on five photographers who use Instagram social media as a promotional medium which has more than 20,000 followers or followers in Bali Province, concluded that the use of Instagram social media to popularize and promote photography service products is quite effective and also generates additional income for photographers. All informants also said that the use of marketing strategies using Instagram is more beneficial than using conventional means. But for high-end segmentation, the promotion must also be accompanied by creating a website to reach a wider market place.

Research by Susanti et al (2022) on the laundry service business explains that empirically social media variables through Whatsapp, Facebook and Instagram have a significant positive influence on increasing sales at Queen Laundry, which means if social media is improved, it will result in increased sales. Fatilah (2020) explained in the Malacca Wedding wedding organizer services research that the influence of Instagram social media promotion on consumer purchase decisions is positive and significant, meaning that the better the promotion carried out on social media, the more it will increase consumer purchase decisions. The method used is to display posters and testimonials of consumers who have used Malacca Wedding services on the Instagram page can increase user interest. Consumer feedback regarding Instagram social media promotion which consists of context, communication and collaboration dimensions is in the good category, meaning that Malacca Wedding has used Instagram well to promote and communicate with consumers.

Iskandar (2018) in his research explained the use of Facebook social media networks as a means of promotion carried out by the Baiturrahman Grand Mosque Library of Banda Aceh including the distribution of information related to librarian activities, offering new library services and collections such as collections of general books, books, and other references. The form of promotion carried out by the library is by sharing photos, videos, status and chat services to the Facebook user community to introduce the library to the general public. The results of this study can be concluded that the existence of Facebook is very strategic and efficient as a promotional medium that is well utilized by the Baiturrahman Grand Mosque Library, this has received positive responses from users as well as being an intermediary for communication that is not limited to distance and time between the general public library users and the librarian of the Baiturrahman Grand Mosque so that the library can be promoted properly, as well as being a tool to see all the needs desired by the general public library users, so it can be concluded that Facebook is one of the strategic and efficient promotional media to promote an institution, especially for library agencies.

Another study by Wardani (2023) explained that the use of social media in digital marketing of umrah products carried out by PT Fauzi Mulia Bersama can be said to have been effective, as evidenced by an increase in the number of jama'an from 2018 which only amounted to 450 jama'an to 1,375 jama'an in 2022. PT Fauzi Mulia Bersama uses social media applications Facebook, Instagram, TikTok and WhatsApp. The focus of utilization is by posting content compiled by a special media team containing information on Umrah / Hajj products, manasik activities, pilgrim activities and activities that occur related to the implementation of Umrah. Some features that are often used in each application are Instagram stories, live broadcasts, direct messages, captions, reels, hashtags, and Instagram Ads, on Facebook are Facebook Ads and Facebook Page features, on TikTok are features adding music to video content and on WhatsApp are whatsapp business and whatsapp stories.

A study by Mathory et al (2022) reported on the promotion of Dewi Sri Waterpark South Sulawesi tourist attraction, the method used is to make video promotion packaged using Adobe Premiere Pro CC 2017 software in the form of tourist attraction video content, with scene sequences according to storyboards and concepts that have been made then published to social media Instagram, Tiktok, Facebook, and Whatsapp in order to reach a

wider and more effective market. The analysis result of the promotional video is able to increase the number of visitors who come to Dewi Sri Waterpark. The public can find out various information on Dewi Sri Waterpark and are interested in visiting Dewi Sri Waterpark tourist sites.

CONCLUSION

Business actors can take advantage of one or a combination of the three social media applications, namely Facebook, Instagram and TikTok as marketing media. Apart from being a marketing medium, social media is also used as a medium of communication with customers during the marketing process. Most of the ways of promotion are done by posting photos and videos about the products offered, besides that also using chat features, Ads features or using the services of celebrities with a large number of followers to introduce a product faster and massively.

The use of social media applications Facebook, Instagram and TikTok both one type of application and a combination of the three is considered effective as a marketing medium for products and services. Marketing using Facebook, Instagram and TikTok media can increase buying interest and sales volume of goods products. In service products, marketing using Facebook, Instagram and TikTok media can increase sales of service products.

Business actors should use more than one type of social media application, besides that a special person is needed to manage social media accounts so that product marketing content can be prepared well before editing and marketing activities using social media can be done consistently.

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