



# UJoST

e-ISSN: 2962-9179



## Universal Journal of Science and Technology

Vol. 2 No. 1 (2023)

# MARKETING STRATEGY THROUGH INSTAGRAM SOCIAL MEDIA (Study at Nazwa Hijab Kendari Clothing Store)

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### ABSTRACT

This research is motivated by the lack of knowledge of a company in utilizing Instagram Social Media as a tool to market its business. Usually, business actors do not really understand how to run a company well, this is one of the factors why marketing strategies are very important in running a business. This study aims to find out how the Marketing Strategy Through Instagram Social Media at Nazwa Hijab Kendari Shop. This study uses a type of research with a qualitative approach, using the Snowball Ball sampling technique. The objects in this study are the Owners of Nazwa Hijab Kendari, consumers, and employees regarding the marketing strategy at the Nazwa Hijab Kendari Store. The research instrument uses three indicators, namely interview guidelines, observation guidelines and documentation guidelines. The results of this study prove that partially Nazwa Hijab Kendari Store uses a marketing strategy in running a company using Instagram social media. The marketing strategy carried out is in the form of segmentation, targeting and positioning strategies in market segmentation. The Nazwa Hijab shop also uses a sharia marketing strategy by following the example of marketing carried out during the time of the Prophet Muhammad.

**Keywords:** *Marketing Strategy, Social Media, Instagram*

### 1. Introduction

In this era, it is undeniable that technology has made it easy for humans to complete their work so that people can be very creative in utilizing technological and information sophistication by making new works, including in communicating. The emergence of communication tools such as smartphones makes it easier for us to communicate and share information with anyone and anywhere. Applications on

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smartphones can be used as a medium for exchanging information and communicating. This is what can be utilized in conducting marketing communications. The development of social networking media among today's society makes it easier for users to fulfill all their needs for activities in life, starting from online transactions, online reservations, online orders and online stores or online shops.

Currently doing business can not only be done traditionally, alias directly open a business stall or open a shop. But doing business can also be done online by utilizing social media. Doing business online can promote their business more broadly and easily.

It is known that Instagram is a social media with the 4th most number of users in the world after India, the United States and Brazil. Instagram is a social networking platform that is used to share photos and videos that can market business products. It is also known that the total number of social media users reached 93 million in July 2021.

Business people need effective marketing media with the aim of expanding their market share. Social media as a marketing tool is certainly related to marketing communications. In marketing communications there is a marketing mix, one of which is promotion. The main reason someone does a promotion is so that the product being marketed is getting known to many people. After the product is known by many people, sales results also increase. The main thing in promotion is to make effective persuasive messages to attract consumers' attention. An effective message strategy is a message that can convey promotional objectives.

The community is greatly helped by the existence of technology and information, because they can work even more creatively by utilizing technology, that way the community can make works such as VLOGs (block videos) which can later be uploaded on YouTube, and also Instagram where this application can not only post videos. but also can post photos so that some people who want to promote their sales or business can easily through the Instagram account.

In addition to Instagram social media as a means of carrying out easy and effective sales promotions, Instagram also has many advantages for marketers, one of which is that marketers or pelapak do not have to spend money on the costs of promoting their products, that way marketers can carry out promotions to their heart's content so that products they can dominate the market, apart from that, Instagram has also undergone an update which in my opinion is very good. The update is that Instagram can be set by users who want to carry out a promotion or product sale on Instagram. That way, after being set, Instagram will automatically market pelapak products that have been set up in the Instagram settings earlier. So with that, Instagram is the right tool for carrying out promotions, because apart from pelapak carrying out their own promotions on Pelapak's Instagram, they can also carry out promotions that are automatically carried out by Instagram users, provided that pelapak have already set their Instagram account settings to a sales account. (Kurniawan, 2017)



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Instagram is the right tool for promotion, because apart from pelapak promoting themselves on Instagram pelapak can also carry out promotions that are automatically carried out by Instagram users provided that pelapak have already set their Instagram account settings to a sales account. (Kurniawan, 2017)

The presence of the Internet has not only changed the way companies design and execute business and marketing strategies, it has also affected their marketing communications programs. (Morissan, 2019). Thanks to the internet, now anyone who has a device to connect to the internet (be it via a computer, smartphone or similar device) can become part of the world's communications network.

Based on the description of the problem above, the researcher wants to know how the activities and sales process are carried out by the Nazwa Hijab Kendari Store using the Instagram application

## 2. Previous Research Studies and Theory Basis

### 2.1. Relevant Prior Research

*Several relevant studies in this study include:*

1. Research results (Mufiddah, 2019) entitled "Utilization of Instagram as a Marketing Communication Media (Case Study Owner Online Shop By\_kk)" Shows that communication is carried out via Instagram media used by the owner of the online shop By\_kk through promotion on the Instagram application. Of the various supporting features built into Instagram, the most frequently used feature is the Instastory photo upload feature and Story Highlights. Highlights Story is used to provide important information about shopee and others. Features such as how to order online, store location instructions, shop address and others.
2. The results of the study (Banjaransari, 2018) entitled "Utilization of Instagram as an Online Marketing Communication Media Page Down Cloth Maker" shows that the Instagram account @pagedowncloth has shown that the media used for this marketing communication medium has the benefits and advantages needed by Page Down Cloth, so using Instagram on the @pagedowncloth account in online marketing communications carried out by Page Down Cloth Maker is the right step to serve as an online marketing communication medium because Instagram seems like a miniaturization of a physical store. Instagram facilitates and merges the partitions between the eliminated space boundaries.
3. The results of the research (Dewi, 2020) entitled "Marketing Communication Strategy Through Instagram Media (Case study of product marketing on the Instagram account @Homedia.id)" The communication process carried out by Homedia in marketing products through Instagram media is to apply a directed communication strategy, and includes communication components (sources, messages, media, recipients, effects and feedback), and produces the 7P marketing principles (product, price, place, promotion, people, physical evidence and process)

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4. The results of the study (Kurniawan, 2017) entitled "Utilization of Instagram social media as a modern marketing communication for Batik Burneh" Since 2015 Batik burneh has started using Instagram as a media for promotion and sales, with Instagram sellers relatively increasing compared to previously using only conventional sales methods . make market segmentation more focused, with Instagram you can filter targets with the right targets.

5. The results of the study (Morissan, 2019) entitled "Strategy for using Instagram as a medium of communication and selling Muslim fashion online (on the @zilohijab Instagram account)" that the @zilohijab account is a business company with the "Trusted Muslim fashion concept" utilizing Instagram, not only in publishing its products and communicating with its consumers which directly impacts on increasing product sales so that the company besides growing can also increase profits as much as possible

Based on the relevant research that has been described above, there are differences to this research, in this study we want to describe how to use Instagram in promoting their wares and the public can see them without having to come to the store directly.

**2.2. Theoretical basis****1. Marketing Strategy Theory**

According to (Kotler & Armstrong, 2006) marketing strategy is a marketing mindset that will be used to achieve marketing objectives. The marketing strategy contains specific strategies for the target market, positioning, marketing mix and the size of marketing expenditures.

Market segmentation according to (Kotler, 2012) the market which consists of a group of customers who have a set of similar needs and wants. According to Philip Kotler, the marketing strategy can be divided into three components, namely segmentation, targeting and positioning.

**a. Segmentation**

According to (Kotler & Armstrong, 2006) segmenting (market segmentation), namely, identifying and forming different consumer groups who may ask for the product

According to (Kotler and Armstrong, 1997), there are main variables that may be used in consumer market segmentation, namely:

- 1) Geographic Segmentation
- 2) Demographic Segmentation

**b. Targeting**

According to Philip Kotler targeting is a strategy to allocate company resources effectively. After segmenting, the company select the segment or segments to be entered.

**c. Positioning**

Positioning is embedding a perception, identity and personality in the minds of consumers. For this reason, so that the positioning is strong, the company must always

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be consistent and not change. Because perceptions, identities and personalities that are constantly changing will cause confusion in the minds of consumers.

**Marketing Mix**

According to (Kotler, 2005) the marketing mix is a set of marketing tools used by the company to achieve its marketing objectives in the target market. Companies can make marketing mix decisions according to the variables in them. It is used to create the product offered, set prices, provide information to consumers, and is used to determine where the offer can be accessed. The marketing mix (Marketing Mix) can be classified into 4P (Product, Price, Place, and Promotion).

**a. Product**

According to (Kotler, 2005) Products are defined as everything that can be offered to the market. The product is expected to attract attention, acquisition, use, or consumption that can satisfy a want and need of consumers.

**b. Price**

According to (Suparyanto & Rosad, 2015) price is the amount of something that has value, generally in the form of money that must be sacrificed to get a product. Meanwhile, according to Kotler, price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service.

**c. place**

According to Kotler, location is a collection of independent organizations that make a good or service available. So that customers can use or consume the goods or services. The business location is also called the company's distribution channel, because the location is also directly related to the buyer or consumer. In other words, location is also a place for producers to distribute their products to consumers.

**d. Promotions**

Promotion is the company's attempt to influence by persuading (persuasive communication) prospective buyers, through the use of all marketing reference elements. The combination of promotional elements or equipment is known as the promotion mix/reference, which consists of advertising (with mass media such as TV, radio, newspapers), personal selling (oral presentation), sales promotion (marketing activities: exhibitions, shows), , publicity (in the form of news, or interview results)

**Sharia Marketing Strategy****1. Sharia Marketing**

According to (Alma, Buchari & Leli, 2019) Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders, which in the whole process is in accordance with the contract and sharia principles and muamalah in Islam.

**2. Characteristics of Sharia Marketing****a. Godhead (Rabbaniyah)**



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Godhead or rabbaniyah is a unanimous belief that all human movements are under the supervision of Allah SWT. Therefore all human beings must behave as best as possible, do not behave cunningly, like to cheat, steal other people's property, like to eat other people's property with

bad way and so on. "the will of God" which means God's will cannot be deceived.

Therefore, this is a guide for sharia marketers to always maintain every word, behavior in business relations with anyone, consumers, dealers, shops, suppliers or rivals. word Allah SWT surah An-Nur verse 37:

vanity and (do not) bribe the judges with that wealth with the intention that you can eat some of the other person's property by sin, even though you know". (Q.S. Al-Baqarah: 188)

#### **b. Ethical (Akhlaqiyah)**

Ethical or Akhlaqiyah means that all behavior goes above the generally accepted ethical norms. Ethics is the conscience, and this conscience is the word

The translation: "People who are not negligent by trading and buying and selling from remembering Allah, performing prayers, and paying zakat. They fear the day when their hearts and eyes will be shaken (the Day of Judgment)" (Q.S. An-Nur: 37)

#### **c. Realistic (Al-Waqiyah)**

This means that it is in accordance with reality, not making it up, especially if it leads to lies. All transactions made must

based on reality, does not discriminate against people, ethnicity, skin color. All actions are carried out with honesty.

#### **d. Humanistic (Al-Insaniyah)**

That is humanity, respect for others. Marketing seeks to make life better. Don't let marketing activities even damage the order of life in society, becoming a disturbing community life.

In the Shari'ah of marketing, business that is accompanied by sincerity solely to seek the pleasure of Allah swt, then the form of the transaction, God willing, becomes the value of worship before Allah. There are several characteristics of the Prophet Muhammad, successful in doing business, namely:

- a. Shiddiq (Honest or truthful).
- b. Trustworthy (Trustworthy)
- c. Fathanah (Intelligent)
- d. Tabligh (Communicative) Research Methodology

### **3.1 Types and Approaches**

In this research is descriptive qualitative research. The descriptive method is a method of researching the case of a group of people, an object, a set of conditions, a system of thought, or even a class of events in the present. This descriptive method is used to describe systematically the facts or characteristics of a particular population, in this case the actual and accurate field. The descriptive method is essentially looking for



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e-ISSN: 2962-9179



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theory, not testing theory. The purpose of this descriptive research is to describe, summarize various conditions, various situations, or various phenomena of social reality that exist in society which are the object of research, and try to draw that reality to the surface as a characteristic, character, trait, model, sign, or description of certain conditions, situations, or phenomena.

### **3.2 Location and Time of Research**

This research was carried out at the Nazwa Hijab Kendari Shop, Jln. MT Haryono, near the Dolphin alley, to be precise, next to Uho BTN Bank, Kemdari, Southeast Sulawesi.

### **3.3 Data and Data Sources**

The research used by researchers uses two types of data sources, as follows:

#### **1. Primary Data**

The primary data in this study is in the form of direct interviews with consumers, employees and owners of the Kendari Nazwa Hijab Store.

#### **2. Secondary Data**

In this research, through tracing various references related to the study, namely data originating from books, scriptures, the Koran and hadith, which are related to the problem to be studied. Data collection technique, This study uses several data collection techniques, namely as follows:

##### **1. Interview**

In this study, researchers conducted open interviews, namely interviews conducted by researchers by asking questions that were not limited by the answers, meaning questions that invited open answers.

##### **2. Observation**

In making observations the researcher uses the Non-Participation Observer method, which is a form of observation in which the observer (or researcher) is not directly involved in group activities, or it can also be said that the observer does not participate in the activities he observes.

##### **3. Documentation**

In carrying out the documentation method, researchers investigate written objects such as books, magazines, documents, regulations, diaries and so on. There are two photo criteria used in qualitative research, namely photos produced by the company itself and photos produced by the researchers themselves.

### **3.4 Research Instruments**

The research instruments used by researchers are:

#### **1. Interview Guidelines**

This interview guide contains basic questions that will later develop in the interview.

#### **2. Observation Guidelines**

the researcher made observation guidelines which were compiled based on the results of observations of the subject's behavior during interviews and observations of the

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environment or interview settings, as well as their influence on the subject's behavior and direct recording made when the researcher made observations.

**3. Documentation Guidelines**

Guidelines for documentation or tools during interviews, so that researchers in the data collection process stop to record answers from subjects

**3.5 Data analysis techniques**

Data analysis technique is the way data is collected then processed and analyzed

**1. Data reduction**

Data reduction, namely the researcher summarizes and selects some important data related to the marketing strategy at the Nazwa Hijab Kendari Clothing store. The reduced data is then presented in the form of narrative text in the research report

**3.6 Checking Data Validity**

To avoid mistakes or misunderstandings in the data that has been collected, it is necessary to check and validate the data, provisions for observations are carried out using observation techniques, detailed and continuous during the research process which is followed by interviews and intensive activities with the subject so that the resulting data avoids things unwanted.

**3. Results and Discussion**

Nazwa Hijab Kendari shop is a store that only provides a wide range of women's clothing products, ranging from tops/sweaters, subordinates in the form of skirts, pants, robes, headscarves, party clothes, and mukenas and many others. At first the name of the Nazwa Hijab Shop was taken from the name of their first child, Nazwa, then from there they planned to build a business with the name Nazwa Hijab. Marketing Strategy carried out by Nazwa Hijab in Marketing Products through Instagram Media

Marketing strategy is a company's marketing goals and objectives combined into one comprehensive plan. Business executives will draw successful marketing strategies from market research, this activity also focuses on the right product mix so you can get the most profit.

In the marketing process there are indicators that can be used as a marketing strategy namely, segmentation, targeting, positioning.

**1. Segmentation**

In determining market segmentation, there are several basic references to determine the main variables. Variables that can be used to segment markets or market segmentation:

**a. Geographical**

This segmentation divides the market into several groups based on geographic conditions (areas), so that in making decisions for marketing it really looks at the areas that will be the target of product marketing. In terms of social media, Toko Nazwa Hijab uses its geographic strategy by using the Instagram application as a place to market its products.



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**Source: Based on 2022 research findings**

Interviews conducted by researchers with informants on behalf of Ilham Owner Nazwa Hijab Kendari:

"Why do we use Instagram as a marketing medium because we don't want the Nazwa Hijab Shop to be known only by the surrounding community so that many people don't know about the Nazwa Hijab, so we use the Instagram application, which is an application that can make people see Nazwa Hijab products without ever going to the shop directly." (Ilham, interview, 5 May 2022).

Based on the opinions of the sources above, that in its geographical strategy the placement of the Nazwa Hijab area includes virtual worlds such as social media precisely by using the Instagram application

**Table 1. Demographic strategy of Nazwa hijab Kendari**

No	Diagram Demografis Instagram	Jumlah	Persen (%)	
1	Umur	17-25	160	31%
		25-35	200	40%
		35-45	90	18%
		45-seterusnya	50	11%
2	Jenis Kelamin	Pria	21	4%
		Wanita	479	96%
3	Pekerjaan	200	40%	
4	Pendidikan/ Pelajaran	SMP	0	0%
		SMA	45	9%
		S1/ sederajat	111	22%

**Source: Research Findings In 2022**

## 2. Targeting

The social media account @nazwahijabkdi has a target market by utilizing the Instagram application such as searching for consumers by following or following other people's accounts with the hope that the account will follow back the official @nazwahijabkdi account. With a daily target of following 5 accounts at once.

As for other strategies, Nazwa Hijab uploads posts or stories about Nazwa Hijab products so that they can increase consumer interest when shopping

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**Source: Based on research findings in 2022**

Interviews conducted by researchers with informants, namely on behalf of Ilham the owner of Nazwa Hijab Kendari, Ilham expressed his opinion:

"By making the @nazwahijabkdi account active every day, we hope that many consumers will see and be interested in our products so that we can bring in many consumers and our sales targets will increase"

Based on the opinion of the sources above, Nazwa Hijab Kendari's target is to follow accounts on Instagram with the aim of increasing Instagram accounts following @nazwahijabkdi and making the account widely known by people who have never even been to the Nazwa Hijab Kendari shop.

### 3. Positioning

The @nazwahijabkdi account applies a positioning strategy, namely by always uploading only women's products so that it can create the perception that anyone who sees it can immediately know that this @nazwahijabkdi account only sells women's clothing or products.

Interviews conducted by researchers with informants, namely on behalf of Ilham the owner of Nazwa Hijab Kendari, Ilham expressed his opinion:

"We hope that by always introducing our products to the official account @nazwahijabkdi we can convince consumers about what the Nazwa Hijab Shop is and can increase trust when consumers shop at the Nazwa Hijab Kendari Shop."

Based on the opinions of the sources above, explained that the Nazwa Hijab shop uses Instagram by always uploading Nazwa Hijab products so that the identity of the official account @nazwahijabkdi can be found out.

#### 3.1. Nazwa Hijab Marketing Process in Islamic Perspective

Based on the findings that the researchers did, there were several sharia marketing strategies used by Nazwa Hijab Kendari Stores in marketing their products. Among them are:

##### 1. Godhead (Rabbaniyah)

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Belief in God is a form of belief in God, and not doing anything that God doesn't like, including selling, such as by cheating, behaving underhandedly towards consumers.

Interviews conducted by researchers with informants, namely on behalf of Ilham owner Nazwa Hijab Kendari, he argues that:

"At the Nazwa Hijab shop, we try to keep instilling Islamic religious values, where at prayer time I as the owner directs employees to always prioritize prayer when it's time." (Ilham, interview 5 May 2022). Based on the results of the interviews above that were conducted by researchers that the Nazwa Hijab Shop from a godly perspective is based on good behavior such as not cheating especially on products posted on the @nazwahijabkdi account. Honesty is his brand.

**2. Ethical (Akhlaiyah)**

Ethical is prioritizing moral issues (moral, ethical) as the researchers interviewed by Owner Nazwa Hijab Kendari who said that the Nazwa Hijab Kendari Store in doing marketing on the Instagram account @nazwahijabkdi morals and ethics such as responding to consumers with polite language.

**3. realistic (Al-Waaqiyah)**

Realistic behavior is behavior that does not discriminate consumers based on religion or skin color. When doing marketing on the @nazwahijabkdi account no discriminate between consumers because consumers are a marketing strategy in increasing

The translation: "O people who believe, fear Allah, and be with the truthful. (QS At-Taubah 9:119). his efforts. If there is an Instagram account that follows @nazwahijabkdi, whatever it is, Nazwa Hijab is a generalization.

**4. Humanistic (Al-Insaniyah)**

Humanistic is a human trait, such as being a human being who is controlled and balanced, such as being able to manage marketing activities with the order of life. On the Instagram account @nazwahijabkdi, instill human qualities such as based on the results of interviews that researchers conducted, namely to promote sales only.

**3.2. Supporting and Inhibiting Factors Affecting Marketing through Instagram Social Media**

There are supporting and inhibiting factors that influence Nazwa Hijab in conducting marketing. Based on the exposure to the data contained in chapter II, the following are the supporting and inhibiting factors:

**1. Supporting Factors**

The existence of the Instagram application can make Nazwa Hijab Shop promote its products with a wide range.

a. The existence of features on Instagram makes it easier to promote Nazwa Hijab sales products, such as the presence of hashtags that make it easier for someone to find what they want.

**2. Inhibiting Factors**

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- a. Network constraints, i.e. a poor network resulted in interruptions when broadcasting live videos on the @nazwahijabkdi account, resulting in a decrease in the number of viewers and enthusiasts.
- b. There are many competitors on social media, namely many sales accounts that use Instagram as a marketing medium so that the @nazwahijab account is covered with online sales that attract consumers' interest.
- c. At least followers don't give likes, in every upload or post on the Instagram account @nazwahijabkdi, due to the different times and tastes of other Instagram users

**4. Conclusion**

Based on the results of research on marketing strategies through Instagram social media, the conclusions are as follows:

1. Whereas the strategy carried out by Toko Nazwa Hijab Kendari through Instagram social media has several types of market segmentation which are consumer groupings, namely geographic (regional level) and demographic strategies classifying consumers based on age, gender, occupation and education.
2. The targeting strategy is how the @nazwahijabkdi account can actively run an Instagram account as a marketing medium, and the positioning strategy is establishing the @nazwahijabkdi account which functions to carry out marketing techniques so that everyone knows Nazwa Hijab's identity.
3. That in carrying out the marketing strategy of Nazwa Hijab Kendari, of course, he runs his business by instilling elements of Islamic law where in marketing his own business, the owner of Nazwa Hijab is honest when promoting his goods, whether online or not, because it has a big impact on product continuity because Consumers certainly do not like lies in sales.
4. Whereas when marketing its products through the social media account @nazwahijabkdi, of course there are inhibiting factors and supporting factors, the presence of inhibiting factors themselves can have a negative impact on the company and for supporting factors with the Instagram application Nazwa Hijab many people know about it, who don't even know ever came to Nazwa Hijab Kendari Store.

**5. Advice**

Based on the results of the research conducted, the researchers put forward the following suggestions:

1. Other small businesses must plan a good marketing strategy when they are going to run a business where a marketing strategy is very important in planning target markets and sales systems, with a good marketing strategy it can easily attract consumers when shopping and can also expand company performance.
2. For future researchers to be able to expand studies on matters that must be considered in carrying out a research process on marketing strategies in a business.
3. It is good for companies and employees who work in them to emulate the behaviors of the Prophet Muhammad in conducting trade such as selling ethics, courtesy, mutual

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respect and respect for buyers because that way it can make buyers feel comfortable when we are shopping.

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e-ISSN: 2962-9179



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e-ISSN: 2962-9179



## Universal Journal of Science and Technology



### Vol. 2 No. 1 (2023)

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