



Analysis of the Implementation of BPJS Health Integrated Marketing Communication in Socializing the JKN Mobile Application in Jambi City in 2023

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ABSTRACT

Based on data from BPJS Kesehatan Jambi Branch, Mobile JKN users in Jambi City are only 18.6% of all people registered as JKN members. This means that only 155,702 of the 622,014 JKN participants in Jambi City use the Mobile JKN application. The low use of mobile JKN is caused by low public awareness of the existence of this Mobile JKN application. Thus, it is necessary to have appropriate marketing activities to increase public awareness of the existence of this application. This study used a qualitative method with a descriptive approach involving 8 informants consisting of the head and members of the BPJS Health Socialization team Jambi Branch and Mobile JKN Users in Jambi City. The main techniques in this research are observation and in-depth interviews. The purpose of this study was to determine how the implementation of integrated marketing communication carried out by BPJS Kesehatan Jambi Branch in socializing the Mobile JKN application in Jambi City. This study found that BPJS Kesehatan Jambi Branch has not fully carried out integrated marketing communication activities in socializing Mobile JKN in the Jambi City area. The integrated marketing activities that have been carried out include advertising, personal selling, and public relations activities. As for direct marketing activities, it has been not running.

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1. Introduction

The rapidly developing world of information technology has motivated BPJS Kesehatan to adopt digital innovation as a solution to overcome long queues at BPJS Kesehatan offices and Health Facilities. On November 15, 2017, BPJS Kesehatan launched an application called "Mobile JKN" as an innovative step. Mobile JKN is present as a means to facilitate participants and prospective JKN-KIS participants in the development of information technology encourages BPJS Kesehatan to adopt digital innovation as a solution to overcome long queues at BPJS Kesehatan offices and Health Facilities. On November 15, 2017, BPJS Kesehatan launched an application called "Mobile JKN" as an innovative step. Mobile JKN is present as a means to facilitate participants and prospective JKN-KIS participants in fulfilling their needs. This innovation is implemented with the aim of assisting BPJS Kesehatan participants in conducting transactions, improving services to JKN participants and KIS holders, providing speed and convenience in obtaining services, and supporting the reduction of administrative complexity (BPJS Kesehatan, 2020).

Using various features presented by the JKN-KIS Mobile application, people can enjoy the convenience of accessing health services. For example, JKN-KIS participants can easily register and change membership data through this application. In addition, this application provides convenience in accessing information about family participant data. Furthermore, the public also has the convenience to check the amount of payment of participant contributions, access FKTP (First Level Health Facilities) and FKTL (Advanced Referral Facilities) facilities, and submit suggestions or complaints. Not only that, if someone forgets to bring the card, this application provides convenience by allowing officers to see the JKN card directly through the click of the application (Lubs & Salim, 2020).

The growth in overall JKN participants as of September 1, 2023 reached 262.74 million or 94.60% of Indonesia's population (BPJS Kesehatan, 2023). Meanwhile, the overall data on the coverage of active JKN membership in Jambi province as of January 2023 itself was recorded at 88.77% of the total population of 3,642,763. For Jambi City itself, the number of JKN participants as of November 2023 is 99.15% of the total population. Meanwhile, the largest number of users of the Mobile JKN application in Jambi Province in 2023 is in Jambi City, amounting to 18.6% of users from the number of existing JKN participants.

The following data shows that the growth rate of JKN membership and users of the Mobile JKN application in Jambi City from year to year is quite consistent. However, from these data, we can see that there is still a lack of utilization of the JKN Mobile Application in Jambi City. This can be seen from the high gap between the number of Mobile JKN users and the number of JKN participants. In addition, the annual target of Mobile JKN users themselves for the BPJS Health Jambi Branch work area itself has also not been met. Of the 221,626 target users determined for 2023, only about 96.63% have been met. Even though the JKN Mobile Application itself has many benefits and offers various conveniences for the community and has also proven its quality scientifically (BPJS Kesehatan Cabang Jambi, 2023).

Then the data is also supported by an initial survey, conducted by the author in public places such as clinics, pharmacies, hospitals, health centers, and other public places, of the 10 people the author interviewed, only 4 people used this Mobile JKN, while the remaining 6 people did not use it and even some of them did not know about the existence of this application. This shows that the level of awareness of the Jambi city community of the existence of this application is still relatively low.

The low usage of the app could be due to a lack of public awareness or knowledge about the existence and benefits of the app. Therefore, marketing communication activities are very important to raise awareness and motivate people to use the Mobile JKN application. By engaging in effective marketing communication activities, BPJS Kesehatan can provide clear and convincing information to the public about the usefulness of the application (Sumiyati dan Lilik Murdiyanto, 2018). (Sumiyati dan Lilik Murdiyanto, 2018). Socialization and education through marketing communication activities can provide a better understanding of the features of the application, the benefits provided, and how to use it. In addition, marketing activities can also create a positive image of the application, build public trust, and encourage them to adopt the use of the Mobile JKN application (Safitri & Juliati Nasution, 2023).

Based on the above phenomenon, researchers are interested in conducting further research on "Analysis of the Implementation of BPJS Health Integrated Marketing Communication in Socializing the JKN Mobile Application in Jambi City in 2023". This research focuses on understanding how the implementation of integrated marketing communication carried out by BPJS Kesehatan Jambi Branch in socializing the Mobile JKN application in Jambi City during 2023. From this research, it can be seen how the implementation of marketing activities carried out by BPJS Kesehatan Jambi Branch to socialize Mobile JKN in the context of integrated marketing communication. With a better understanding of this, it is expected that BPJS Kesehatan Jambi Branch can develop a more efficient and relevant marketing strategy. In addition, this research can also be a foothold for future research in this field in expanding knowledge in the field of marketing.

2. Methods

This research uses a qualitative research method with a descriptive approach, in which researchers want to describe or describe a population, situation or phenomenon accurately and systematically (Fiantika et al., 2022). Based on this research, we explore a program, activity, event and process in depth to find out

how the implementation of marketing communication applied by BPJS Kesehatan Jambi Branch in socializing the Mobile JKN application in Jambi City.

The data in this study were obtained through in-depth interview techniques and observation to collect related information, then the data were analyzed using Nvivo software. The subjects in this study were the Head of the Jambi Branch BPJS Health Socialization Team, then 2 members of the Jambi Branch BPJS Health Socialization Team, and 5 Mobile JKN users in Jambi City as additional informants with the consideration that they had used the Mobile JKN application since the last year. The selection of informants used in this study was purposive sampling, namely where researchers tend to choose information that is considered to know and can be trusted to be a steady source of data and know the problem in depth (Murdiyanto, 2020).

3. Results and Discussion

Advertising

In advertising activities carried out by BPJS Kesehatan Jambi Branch to socialize the Mobile application to the community in Jambi City. They have done various activities, be it through print media, electronic media or through social media. Through print media BPJS Kesehatan Jambi Branch conducts advertising using posters, billboards, pamphlets, flyers and leaflets. while through social media including using the Instagram, Facebook, Tik Tok, and Youtube platforms.

Advertising through print media such as posters, billboards, pamphlets, flyers, and leaflets can increase consumer understanding by presenting clear and attractive information, providing in-depth product details, and being easily accessible. Consistent repetition improves recall, while the psychological effects of touchable and storable media increase engagement, and proper segmentation ensures the message reaches the relevant audience. This is in line with research conducted by Dwi Noerjoedianto, et al in 2023. Where in the results of his research stated that the use of print media such as posters, billboards, pamphlets, flyers and leaflets is one of the components that can improve the quality of knowledge and understanding in the role of stakeholders, especially optimizing the use of participation JKN cardholders (Noerjoedianto, Hubaybah, et al., 2023).

In addition, advertising through print media also allows companies to reach audiences with various preferences and demographics more precisely. The ability to customize the message with a variety of print formats, from posters to brochures, allows the advertising to better attract and influence readers. In the digital age, advertising through print media can provide a valuable opportunity for companies to differentiate themselves and increase their brand awareness. Thus, as the brand awareness of a product increases, so will the consumers of that product.

This is in line with the results of research conducted by Nahda and Nurrani in 2021. Based on the statistical analysis they conducted, it was found that the activities of advertising efforts are positively related to brand loyalty because they strengthen brand awareness and direct the point of view towards the brand. Most respondents agree that advertising has an important role for them to know the product brand and remind them of the brand of a product (Ihzaturrahma & Kusumawati, 2021). In addition, this is also supported by Faizal in 2021, which states that marketing through advertising by utilizing print media can reach customers more effectively and on target. This can be seen from the increasing number of consumers who are at the level of preference, satisfaction and trust in the product (Imam, 2021).

Through social media BPJS Kesehatan Jambi Branch spreads educational and informative content through their own account, Infojkn Jambi. The content in these media is explaining the JKN program, the latest regulations regarding the JKN program, information about Mobile JKN starting from what the Mobile JKN application is, benefits, registration procedures and how to use the application. Then finally, BPJS Kesehatan Jambi Branch also utilizes electronic media in their advertising activities, this can be seen from local radios in Jambi.

The implementation of advertising activities carried out by BPJS Kesehatan Jambi Branch itself focuses more on advertising through social media, such as Instagram, Facebook, Tik Tok, and Youtube. The advertising activities carried out based on the observations made are in the form of informative content produced in the form of posters and short videos. All of these contents are posted on the

official BPJS Kesehatan National social media page, namely @BPJS KesehatanRI and also BPJS Kesehatan Jambi Branch on the @infojkn jambi account.

From the implementation of advertising activities carried out by BPJS Kesehatan Jambi Branch, this activity succeeded in increasing the number of Mobile JKN users in Jambi City during 2023. Based on measurements made by the BPJS Kesehatan Jambi Branch monitoring team, Facebook social media is the most effective social media in increasing the number of Mobile JKN users in Jambi City, followed by Youtube and Tik Tok. The high level of effectiveness through Facebook in increasing the number of JKN mobile users in Jambi City is due to the many groups of people aged 30-50 years who use this application. In addition, BPJS Kesehatan Jambi Branch also cooperates with news media in Jambi such as Tribun Jambi and Jambi Express, as a means for them to publish activities that have been carried out, be it socialization or other programs related to the JKN program, including mobile JKN in it.

The reason behind the effectiveness of advertising through social media is because the first can save costs. Online media provides benefits for entrepreneurs or producers in promoting their products. Online media can be accessed by everyone without spending a lot of money, only with the capital of an internet package, everyone can access it with the various benefits it offers. Then the second can reach a wider target audience. BPJS Kesehatan Jambi Branch chose to utilize online media because disseminating information via the internet is faster and more effective in reaching the audience.

The use of online media is more dominated by teenagers who are active in media consumption. and can reach many people from various groups, ages, and regions, considering that internet usage is not limited to space. The author's statement above was agreed by Siti Asiatun in 2020, who stated that marketing carried out through social media is more effective because the process is more cost-effective and can reach many people from various groups, ages, and regions, considering that internet usage is not limited to space and time (Salsabilah & Aslami, 2022).

In the implementation of this advertising activity itself, BPJS Kesehatan Jambi Branch does not experience obstacles or obstacles. This happened because in its own implementation BPJS Kesehatan Jambi Branch has established quite good cooperation with health facilities, with all stakeholders and with well-known print media in Jambi so that the dissemination of information through print, electronic or social media can be done very well and organized.

Personal Selling

Based on the research conducted, BPJS Kesehatan Jambi Branch conducts personal selling activities by visiting various places such as OPD agencies, departmental offices in Jambi City, villages, markets, and hangout places such as cafes then carrying out direct presentations or socialization of the JKN and Mobile JKN programs. This socialization activity is carried out with the aim of providing direct understanding to the public about the JKN and Mobile JKN Program, so that with this activity the community can understand what rights and obligations they must carry out. Therefore, BPJS Kesehatan is very concerned about the material they will convey to the community. When conducting socialization, BPJS Kesehatan not only provides information but also provides opportunities for participants to ask questions and get assistance in the registration process and the use of the JKN mobile application.

From this activity, BPJS Kesehatan noted that the number of Mobile JKN users in Jambi City had increased significantly. This is because in the process of socialization officers and the community who are participants can communicate with each other in two directions, where in this case the community who are participants in socialization can provide feedback to officers. Therefore, the exchange of information that occurs can be faster and more accurate between all parties involved. On the other hand, with this rapid exchange of information, public awareness of the existence of a product around them will increase. Through two-way communication, BPJS Kesehatan officers can convey information about mobile JKN more effectively. They can explain the features of the mobile JKN application and how to use it, provide solutions to problems faced by the public in using the application, and offer relevant advice based on direct interaction with them.

This is in line with the results of research conducted by Monika Teguh, et al in 2020 which states that personal selling activities have a big impact because the sales person in charge has the power of two-way communication, where on the one hand the sales person can persuade consumers and on the

other hand consumers can provide feedback to the sales person, so that the communication that occurs can run more interactively and the information obtained by potential customers can be more complete and clear (Teguh et al., 2020).

In implementing this registration and demonstration activity, BPJS Kesehatan Jambi Branch must adjust to the available time allocation. If within the given duration there is still time left after the main activity, BPJS Kesehatan will assist participants who are present in the account registration process and demonstration of application use. BPJS Kesehatan faced several obstacles in implementing socialization activities. One of the challenges faced by BPJS Kesehatan in carrying out this socialization activity is the difficulty in mobilizing the participation of the intended community, especially when the socialization is carried out at the RT/RW or village level. Similarly, within the scope of the work unit (satker), BPJS Kesehatan often faces limitations in the number of participants attending online meetings, such as Zoom Meetings. In addition, BPJS Kesehatan also often experiences difficulties related to scheduling activities, especially due to busy schedules in several agencies or work units that are targeted for socialization.

Besides the aforementioned challenges, BPJS Kesehatan also faces other hurdles, such as the difficulty experienced by some people in operating the Mobile JKN application. This often happens to the elderly, especially those aged between 40 and 50 years old. In addition, BPJS Kesehatan also often experiences other obstacles in the implementation of socialization, such as there are still some community mobile phones that are not supported to use the application.

Direct Marketing

Based on the research conducted, it is concluded that BPJS Kesehatan Jambi Branch has not fully utilized the potential of direct marketing activities optimally. This is reflected in the lack of marketing promotion efforts through email, sending promotional messages via SMS which are only interludes, and the absence of live streaming activities by BPJS Kesehatan's social media content team on the various social media platforms they manage. According to information obtained by researchers from key informants, it is known that BPJS Kesehatan Jambi Branch is still in the development stage for promotional activities via email. This is because BPJS Kesehatan Jambi Branch is preparing the program thoroughly before it is implemented to the community. Belum berjalannya kegiatan promosi melalui SMS disebabkan karena efektivitasnya yang rendah, terutama jika dibandingkan dengan pemasaran melalui iklan di media sosial. Public response to SMS promotions was also minimal, especially when BPJS Kesehatan sent reminder messages to those with arrears. Although promotion via SMS is only done as a distraction, there is still a recorded increase in the number of Mobile JKN users in Jambi City.

The lack of direct marketing activities is certainly unfortunate. Whereas with this activity BPJS Kesehatan can build a closer relationship with the community as JKN mobile users, so that there is no distance or intermediary between them, so that the approach can be more direct and personal. Direct marketing allows companies to deliver marketing messages tailored to the individual needs and preferences of customers. This increases the likelihood that customers will respond positively, as they feel recognized and understood, and thus sales of the product will increase.

With this relationship, BPJS Kesehatan can provide information and can quickly help provide solutions to problems faced by users. Through this activity, BPJS Kesehatan Jambi Branch can also collect valuable data and feedback from JKN mobile users. This information can be used to better understand customer needs, preferences, and behavior, which in turn can be used to improve the app's services. When customers experience a quick and effective response, they are more likely to feel valued and believe that the company is committed to providing excellent service. This, in turn, increases their trust and loyalty towards the company (Hemiwati & Mulyana, 2022).

This supports the research conducted by Wahida and Dedi in 2021 which states that by creating a relationship between marketers and target consumers that is closer / without an intermediary between them, besides that with direct marketing the company can defend itself from the tight competition and maintain customer trust and loyalty in order to generate a direct and quick response that is beneficial to marketers for the sustainability of the company (Mardhatillah & Junaedi, 2021).

Public Realtions

In the implementation of public relations activities, BPJS Kesehatan Jambi Branch has collaborated with government officials, such as heads of departments, heads of hospitals and health centers, regional secretaries, mayors, judicial agencies and heads of forkopimda and other work units in Jambi City. In addition, the BPJS also tries to work with Jambi young people who become Ambassadors, with the aim of inviting more young people to use mobile JKN. In addition, BPJS Kesehatan Jambi Branch is also active in participating in Corporate Social Responsibility (CSR) activities, such as water well construction projects, participation in the construction of musholla, and other CSR activities.

In addition, BPJS Kesehatan Jambi Branch is also actively involved as a sponsor in various events organized by the local government, such as the celebration of the anniversary of Jambi Province, sports activities, the celebration of the Republic of Indonesia's Independence Day, and other events that involve the participation of many people. However, the cooperation carried out by BPJS Kesehatan has not yet reached community leaders at the village level or the like, such as traditional and religious leaders in an area.

Through several public relations activities that have been carried out, the number of JKN mobile application users in Jambi City, especially among ASN, has successfully increased. On the other hand, in the implementation of these various public relations activities, BPJS Kesehatan Jambi Branch did not face any obstacles at all. All parties who became cooperation partners responded well to the invitation to collaborate offered. The increase in the number of JKN mobile users through this activity is none other than because through this activity it can form a positive impression among the community. The more positive the impression that exists in the community, the greater the awareness and trust that the community has towards the JKN mobile application. The stronger the awareness and trust of a product in the community, the more people will use the product.

This is in line with research conducted by Davina in 2024 which states that basically, this public relations strategy is intended to increase brand awareness with the aim of forming positive perceptions among the public and building trust in their products. The stronger the brand image that is built, the higher the consumer interest in buying it. In general, public relations serves to maintain good relationships with customers (Harniadi, 2024).

In addition, through BPJS Kesehatan's collaboration with stakeholders or stakeholders and important figures in the community, it can help BPJS Kesehatan to become a facilitator, coordinator, accelerator and evaluator in marketing activities that are part of BPJS Kesehatan Jambi Branch activities to socialize mobile JKN to the community. With these different roles, stakeholders can contribute significantly to the success of an initiative by helping to facilitate the course of marketing, coordinate marketing or socialization activities, accelerate the progress of activities, and evaluate performance periodically.

The author's statement is in line with research conducted by Hopiyatun, Dwi Noerjodianto, and Rumita in 2023. From the results of their research, it was found that stakeholders have an important role as facilitators, coordinators, accelerators and evaluators in helping socialize mobile JKN to the community. so that a good understanding between the government and the community is needed. Stakeholders need to make adjustments in delivering information to make it easier for people to understand information to join JKN-KIS (Noerjoedianto, Sari, et al., 2023).

4. Conclusion

Based on the discussion above, it can be concluded that BPJS Kesehatan Jambi Branch has implemented 3 components of integrated marketing activities in Mobile JKN marketing in the Jambi City area, including advertising, personal selling, and public relations activities. As for direct marketing activities, it has not been running. Based on this, BPJS Kesehatan can try to start doing direct marketing activities to maximize marketing activities in socializing the JKN mobile application in Jambi City. The direct marketing activities that can be carried out are such as live streaming activities on various social media that they have, besides that BPJS Kesehatan Jambi Branch can also try to develop marketing activities via email, SMS, and Whatapp to conduct live chat activities as a marketing and consultation medium that

is able to provide direct responses to obstacles or problems faced by the community as JKN mobile users.

The limitation of this research is that data collection takes a long time because confirmation from key and supporting informants is the main obstacle in the research process. Researchers must wait for approval from informants and adjust it to their busy schedules. In addition, the informants in this study, especially for additional informants, are still small in number and are dominated by private employees and entrepreneurs as well as people aged 20 and 30 years. Therefore, future researchers can increase the number of additional informants who come from JKN mobile users by paying attention to the diversity of informants in terms of age and profession, so that the data obtained can be generalized more broadly and can obtain implications or other new findings that can enrich the content of research in this sector.

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