



AIDA Model Communication Strategy On Capacity Digital Promotional Activities In Encouraging Purchasing Decisions

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ABSTRACT

This research aims to find out the stages of CAKAP's digital promotional activities in forming a strategy that can encourage their consumers' purchasing decisions and have an impact on returning turnover. The theoretical model used is the theory from Philips D.M (2023). The AIDA model is used to understand the processes and stages in encouraging purchasing activities. As well as the four stages, namely: Awareness (Awareness), Interest (Interest), Desire (Desire), and Action (Action). This research is a qualitative research approach with descriptive methods. The data collection technique used was direct interviews by asking questions directly to CAKAP internal parties and CAKAP external parties. The research results contain the first stage of CAKAP in building awareness through education and planning follow-up promotions to be shared on social media. The second stage increases curiosity (interest) by CAKAP sharing content with members and creating WhatsApp statuses which are expected to raise questions. The third stage fosters a sense of curiosity (desire). CAKAP utilizes the FOMO trend for this. The final stage is taking CAKAP action to convince members of the benefits obtained from CAKAP and CAKAP products. This research states that the stages of each element of the AIDA model help CAKAP to encourage purchasing decisions.

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1. INTRODUCTION

Indonesia has now entered an era of globalization, where everything related to work, markets, and communication has begun to move towards digital transformation. According to an online article (Phintraco Group, 2020), digital transformation is the process of utilizing technological developments by changing activities or business models as a whole. According to (Tulungen et al., 2022) digital transformation has had a major impact on all aspects of life. This is because digital transformation is widely considered to be a driver of change in all fields and aspects of life through the use of technology and digitalization. One of them is the economic aspect.

This is because digital transformation aims to increase distribution or business to digital, to make it closer to consumers with digital so that it is easier to understand consumer desires. (Hadiono & Santi, 2020) A very significant difference can be seen before and after the digitalization transformation, namely the emergence of online markets or online shops. Promotional activities carried out by CAKAP members still use traditional promotions, they are less adept at using developing digital promotions. Due to current market shifts, the Multi Level Marketing (MLM) company, namely CAKAP, is experiencing a decline in turnover. This problem is supported by financial chart data which has experienced a decline since early 2023.

Turnover has continued to decline since the beginning of 2023. Making the CAKAP company start building a new communication strategy to encourage purchasing decisions and restore the company's turnover as well. Currently, CAKAP is starting to carry out digital promotional activities, where they are starting to follow this digital era.

Apart from that, based on the official Domainsia website (Patria, 2022) it is stated that there are several social media used for business, including WhatsApp, Facebook, Instagram, YouTube, Twitter, LinkedIn, TikTok, and Line. According to (Wardana, 2024), social media interactions for a company involve Facebook, Twitter, or LinkedIn platforms, where companies can share the latest information regarding the latest information. So currently CAKAP is utilizing the WhatsApp feature, namely WhatsApp status, as a means of digital promotion. WhatsApp is currently undergoing feature development so it can be said that WhatsApp is not just a communication medium. However, the drawback of using WhatsApp is that the interaction from the status feature used for promotions can only be reached by contacting friends.

Apart from that, CAKAP also uses other social media, namely Instagram and Facebook. For these two social media, CAKAP is less active than promotions via Whatsapp and there is also some content or promotions that are not shared on these 2 social media. Apart from that, interaction on CAKAP Facebook social media is only limited to likes and shares. So based on the statement above, CAKAP has utilized 3 social media as its digital promotional media. Apart from that, based on the official Domainsia website, several social media that CAKAP does not use are YouTube, Twitter, LinkedIn, TikTok, and Line.

This is the focus of research on whether the AIDA model communication strategy in CAKAP digital promotional activities is truly successful in encouraging purchasing decisions and restoring company turnover. Philips stated that the AIDA model is a model that can help in making purchasing decisions. The AIDA model itself has 4 phases, namely Awareness, Interest, Desire, and Action (2023, p.95). Apart from that, this research is new research within the CAKAP company which discusses the problems the company is currently facing.

Cahaya Karunia Persada (CAKAP) was founded in 2008. This company operates in the Multi Level Marketing (MLM) business. CAKAP itself has 5 product brands, namely: BLESSTEA for tea products, TEESIU for wet wipes, HEALTHY STICK for aromatherapy wind oil, SANITEA for hand sanitizer, and TEASTYLE for soap, shampoo and skincare products. All the products they sell outside of BLESSTEA tea products are innovative products that contain tea extract.

Multi Level Marketing (MLM) is a marketing business that is carried out through several levels known as up line (upper level) and down line (lower level). (Mardalis & Hasanah, 2016) Therefore Multi-level marketing (MLM) is also called a network business. Network businesses are different from conventional companies, where conventional companies spend quite a lot of money on promotions. In contrast to MLM companies, here all funds spent by conventional companies are diverted to bonuses, awards and promotional costs carried out by company members. (Nyotoprabowo & Yudistira, 2014) So this MLM system means that CAKAP only distributes its products to members who join the company.

With the member system at the CAKAP company, this company is one of the companies that opens up job opportunities. This is a new opportunity for those who want to have additional income or make it their main job. This job opportunity is also an option for housewives to earn additional income. Most housewives only take care of housework, children, and husbands. Apart from that, their first income comes from their husband's salary or work wages. It cannot be denied that this income may be insufficient for daily living expenses for the next month. So several housewives take part in work or have side activities that earn wages.

Based on data the total number of active CAKAP members is 7865 members with a composition of 63% women and 37% men. According to the data, the percentage of female members is higher than male members. This shows that CAKAP is truly one of the sectors that attract new jobs for women. So this makes the author interested in making CAKAP a research object apart from the problem which is experiencing a decline in turnover. The study question here that researchers can build is to what extent do the stages of the AIDA model communication strategy in digital promotional activities encourage purchasing decisions? In this writing, we attempt to find the steps of the AIDA model communication strategy in CAKAP digital promotional activities and also find the success of CAKAP promotional activities in encouraging purchasing decisions.

Apart from that, the benefits of research can be a reference or guide as well as a study for companies in the Multi Level Marketing sector in launching digital promotional activities to encourage purchasing decisions. Not only that, the difference between this research and previous research is in the problems discussed. As explained, the problem in this research is the decline in turnover since the beginning of 2023 which has been felt by CAKAP.

Communication is a part of our everyday life. The success of communication activities is determined by determining a communication strategy. According to Effendy (Suryadi, 2018) communication strategy is a guide for planning and managing communication to achieve a goal. Middleton in (Cangara, 2017, p. 64) states that communication strategy is a combination of all communication elements, including the communicator, message channel (media), recipient, and influence (effect) which are formed to achieve optimal communication goals. Therefore, an explanation of communication conditions and strategies has a broad scope across individual, group, and organizational activities with direction, activities, and goals (Suryadi, 2018, p. 7).

So communication strategy can be interpreted as an organizational or group communication activity that includes all communication elements aimed at achieving the success of a goal. In conclusion, the definition of communication strategy in the common journal, communication strategy is an action plan or design that is carried out so that communication remains smooth and can achieve the goals and targets that have been previously set optimally. (Din & Nurjaman, 2022) Apart from that, the nature of communication strategy according to Suryadi states that strategy Communication can describe a scientific discipline that can cover all applications of models, theories, and types of communication to master the communication environment to achieve superior communication goals (2018, p10). Apart from that, communication strategy also has several communication planning models. In this research, the author focuses on using the AIDA model communication strategy.

Models are formed to identify, describe and classify relevant components of a process (Cangara, 2017, p. 70). The AIDA model is usually used to understand customer journeys or consumer behavior. The AIDA model was first developed by an American entrepreneur named E. St. Elmo Lewis in 1898 to optimize sales, especially between sellers and buyers regarding products. (Rishi & Popli, 2021) Apart from that, according to Zuliyant in (Chandra & Sari, 2022), the use of the AIDA model will inform the concept of changes in attitudes and behavior related to a marketing behavior framework. According to Farrel & Harline in (Dini Nurhidayanti et al., 2020) said that the aim and target of

promotions is to end in the purchase of goods or services by consumers. Therefore, the AIDA Model is a stage for this purpose. The AIDA model is a model that explains the four stages that consumers experience before carrying out a transaction. (Ariyani et al., 2023)

According to (Philips, 2023, p. 95) the AIDA model is a model that helps with purchasing decisions. The AIDA model itself has 4 phases, including 1) Awareness phase, in this phase consumers begin to grow aware of the product or promotional activities being carried out. 2) Interest Phase, in this phase consumers start to want to know more and how it fits. In this phase there is also an opportunity to arouse consumer curiosity. 3) Desire phase, in this phase begins to divert consumers' curiosity and creates a feeling of desire that triggers purchasing decisions. At this time we also begin to take advantage of consumer interest to turn it into a burning desire for products or promotional activities. 4) Action phase, in this phase consumers start to buy products or take part in promotional activities. This model is used for marketing activities and to help purchasing decisions. So this model can be used for promotional activities. Apart from that, with the AIDA model as depicted, it can be said that this model discusses the stages of a communication strategy for promotional activities carried out.

Promotion is one of the activities contained in the marketing communications mix. According to Zimmerer (Rangkuti, 2013, p. 50) states that sales promotions are persuasive communication activities including advertising, personal selling, and publications which are created to inform consumers about a product or service and encourage them to buy that good or service. Apart from that, promotion is a company activity to disseminate information to remind consumers, thereby creating a desire to try and buy. This promotional activity is usually carried out in several interesting ways such as coupons, quizzes, raffles, or free items.

The promotional objectives implemented by the company must also be based on the following objectives: being able to change personal behavior and opinions, inform, persuade, and remind (Rangkuti, 2013, p. 51). Apart from that, promotional activities are more often known as marketing activities where these activities are usually carried out by the company's marketing, but in this study, the researchers found statements that support that a Public Relations person can also play a role in these promotional activities.

Real Public Relations also carries out promotional activities in the book *Public Relations in Practice*. According to Kolah (Gregory, n.d., p. 24) in the table of marketing communication channels in sales promotion activities and incentives, Public Relations also plays a role in these promotional activities. Furthermore, promotional activities and public Relations also play a role in several other marketing activities, namely sponsorship, new media, and licensing & Merchandising. According to the IPR website in the *Public Relations* book (Gregory, n.d., p. 15), public relations is a scientific discipline that deals with reputation by gaining understanding, support, and influencing opinions and behavior. In the book *Public Relations in Practice*, it is stated that public relations is also included in the marketing communications mix. Public relations itself plays a role in the marketing mix, especially in conveying messages to target audiences in marketing activities, useful for influencing purchasing behavior. (Gregory, n.d., p. 18)

Public Relations has the main difference from marketing communications, namely in the external part or third-party endorsement. The third parties in question are positive comments in the media, testimonials from satisfied customers, or independent research from certain associations. Therefore, this has a greater influence on the audience in terms of trust so that it can launch marketing activities. According to Payne (Kusnawan, 2018), Public Relations is also concerned with several marketing tasks including building an image, supporting communication activities, strengthening positioning, influencing the public, helping launch new products, and overcoming problems. This makes public relations also contribute to creating a market environment, increasing visibility,

informing/educating customers, and influencing trade. So public relations also plays a role in promotional activities.

Purchasing decisions are consumers' views on alternative purchasing decisions. This understanding can be interpreted as meaning that someone can decide if there are several choices to measure purchasing decisions according to Sangadji and Sopiah (Arafah, 2022, p. 22). Apart from that, according to Harmani (Anwar Iful & Satrio Budhi, 2015), purchasing decisions are an integration process that combines to evaluate two or more alternative behaviors. However, Tjiptono (Solihin, 2020) explains that a consumer purchasing decision is an action taken by consumers to buy a product. In this action, there are stages in purchasing decisions according to Kotler & Armstrong (Andrian et al., 2022, p. 117), namely: 1) Recognition of needs, this stage is the stage where consumers begin to realize their problems or needs. 2) Information Search, at this stage consumers start looking for information about their needs. 3) Alternative Evaluation, this stage is the stage where consumers use the information obtained to evaluate alternative brands. 4) Purchase Decision, the stage where consumers decide which brand they like most. 5) Post-purchase behavior, is the final stage where consumers take further action after purchasing. Apart from that, according to Kotler & Keller (Zahra & Rina, 2018), there are several forms of decisions, including brand decisions, dealer decisions, quantity decisions, time decisions, and payment method decisions.

2. RESEARCH METHOD

This research uses a qualitative approach with descriptive methods. According to Bogdan & Taylor (Mamik, 2015), qualitative methodology is a research process that produces descriptive data in oral or written form from people and observed behavior. Meanwhile, according to I Made Winartha, the qualitative descriptive method is analyzing, describing, and measuring various conditions from various places (Setiawan et al., 2018, p. 8). Qualitative research involves collecting data in the natural environment to explain the phenomena that occur. Therefore, it is hoped that qualitative research can explain the AIDA model communication strategy applied to CAKAP digital promotional activities to encourage purchasing decisions.

Apart from that, this research uses a descriptive method. The descriptive method is a research method that describes a situation or event to achieve basic accumulation. According to Travel (Hikmat, 2014) the purpose of the descriptive method is to describe the nature of a situation that occurred when the research was conducted and to examine the causes of certain symptoms. Therefore, descriptive qualitative research aims to obtain information regarding the AIDA model communication strategy. Apart from that, with source triangulation, research can find out what stages of the AIDA model are in the promotional activities carried out by CAKAP in encouraging purchasing decisions.

Apart from that, this research uses data collection techniques through in-depth interviews to find out further information from the sources. The interview technique is a technique for searching for data or in-depth information that is asked of informants in the form of verbal questions (Hikmat, 2014, p. 78). Furthermore, Hikmat also stated that this interview technique was very necessary to reveal the deepest parts that could not be revealed.

This research uses interactive model data analysis techniques by Miles & Huberman (Harfiani R et al., 2021), namely, research is carried out continuously and interactively until data is found with a saturation point. Miles & Huberman provide 3 steps that must be carried out in qualitative data analysis, namely: data reduction, data display, and conclusion drawing and verification.

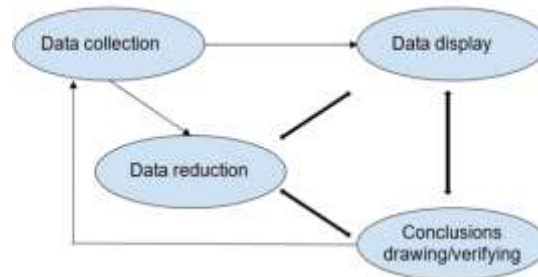


Figure 1. Miles & Huberman Interactive Model Data Analysis

The explanation of the 3 stages of interactive model data analysis is above (Umrati & Wijaya, 2020). The first step in data reduction is to summarize and focus on the main things and look for themes and patterns. Second, data presentation (data display) is the presentation of data using tables, graphs, pictograms, and others to facilitate understanding. Third, conclusion drawing and verification (conclusion drawing/verifying) are initial conclusions that are still temporary or can also be trusted if provided with evidence.

3. RESULTS AND DISCUSSIONS

The results and discussion of this research were obtained through interviews with informants who referred to questions regarding the AIDA model theory. This research discusses the CAKAP stages of digital promotional activities in encouraging purchasing decisions concerning the AIDA model.

Before discussing CAKAP's stages in digital promotional activities, there were several reasons put forward by the speakers regarding why CAKAP started carrying out digital promotions. Based on the results of the interview, Herlina Henny Pua as Director of Operations stated the reasons why CAKAP started carrying out digital promotions. "Because nowadays everyone has an Android cellphone. "Apart from that, it's the easiest, fastest, and cheapest way to promote digitally compared to putting up billboards and printing flyers."

The next answer to this reason is "Currently the era is the digital era, where if we don't start following we will be left behind. This digital promotion also makes it easier to carry out promotions, recruit people, and offer CAKAP products" (Wati, Personal Communication, 12 December 2023) as Operational Team. And the reason according to (Pontolaeng, Steven, Personal Communication, 22 December 2023) as Marketing CAKAP said "The time for digital is now, meaning everyone who talks about digital nowadays, all businesses have to be digital, they have to change and enter that world. So the reason is because it's time to use digital promotions."

For these reasons, it can be said that now we have entered the digital era, where everyone must start following developments in this era so as not to be left behind. Apart from that, digital promotions are a cheap, easy, and fast way to carry out promotions compared to print promotions. This can also cut company expenses for promotional costs and be transferred as other costs.

Therefore, after knowing the reasons why CAKAP uses digital promotions, we then discuss the stages that CAKAP takes to encourage purchasing decisions using this digital promotion. The interview regarding the stages of CAKAP activities refers to the AIDA model theory. According to (Philips, 2023, p. 95) the AIDA model consists of 4 phases including the awareness phase, in this phase consumers begin to grow aware of the product or promotional activities being carried out.

In this phase, according to Wati, the results of the informant's interview said, "Of course, after we design the promo that we will issue, next we design the promo flyer because if we share it digitally, we have to consider the attractiveness of the flyer in what form it will be made because it is very influential. Apart from that, we "We must continue to educate members so they can participate in digital promotions by sharing content and continuing to follow up."

Continued by (Pua, Herlina Henny, Personal Communication, 18 December 2023) saying "For example, we have events, annual promos, monthly promos, we usually provide information to them via social media, because coming to their place requires extra costs for socialization. so we share content and updates via CAKAP social media. "Apart from that, we educate members so that they don't just focus on one CAKAP product and socialize it to members to share CAKAP content regardless of product to expand their market."

Interest Phase, in this phase consumers start to want to know more and how it fits. In this phase, there is also an opportunity to arouse consumer curiosity. In this phase, with "Whatsapp status which shares CAKAP product content it can create questions and raise curiosity from members' WhatsApp contacts which can be directly educated by members. Apart from that, members can also intensely educate consumers" (Pontolaeng, Steven, Personal Communication, 22 December 2023)

Furthermore, according to (Pua, Herlina Henny, Personal Communication, 18 December 2023) there is also another stage carried out by CAKAP which says "We build customer relations, where customers are happier if we establish a more intimate relationship with a sense of family. "Apart from that, we use testimonial media with digital media in the form of video testimonials and testimonial books."

Desire phase, this phase, begins to divert consumers' curiosity and creates a feeling of desire that triggers purchasing decisions. At this time we also begin to take advantage of consumer interest to turn it into a burning desire for products or promotional activities. (Pua, Herlina Henny, Personal Communication, December 18, 2023) said "Sometimes something viral will be searched by people or is a trend now with FOMO. "Therefore, we have to increase video media such as short videos or TikTok because more and more we are making as many testimonial videos as possible to attract consumer curiosity."

(Pua, Herlina Henny, Personal Communication, 18 December 2023) also said that "CAKAP also conducts webinars with competent resource persons. However, people will be curious if they know the quality and ingredients of the product, at least by following the webinar they will have more confidence and be able to make decisions."

Action phase, in this phase consumers start to buy products or take part in promotional activities. For the final phase, according to (Pontolaeng, Steven, Personal Communication, 22 December 2023) it was said, "To convince members to make their first purchase, it must be based on the benefits of the product, meaning the benefits of blessed are for health and there are also opportunities that they can get. Apart from the health benefits they get, they also get additional income opportunities."

From the other side, the member who runs the promotion, namely (Hartanto, Rudy, Personal Communication, 19 December 2023) said "Every time every day my brain is only for promotion, for example, every time I go anywhere I still promote implicitly because that is one the most effective. Apart from that, everyone who wants to meet me has ordered blesstea and people also think my face is like blesstea's trademark."

So from the discussion above it can be concluded that the CAKAP stage is to build awareness, namely by designing a follow-up to the agreed promo and then creating flyers and content. Where this will be shared and updated via CAKAP social media. Another thing that is done is to provide further education to foster this feeling. The second stage is to increase curiosity (interest) by sharing WhatsApp status in the form of CAKAP content. It is hoped that it can increase the curiosity of WhatsApp contacts,

thereby raising questions. Not only that, CAKAP also builds customer relations with its members and consumers which it feels can increase curiosity.

Third, foster a sense of curiosity (desire), at this stage, CAKAP takes advantage of trends such as FOMO. So CAKAP makes short videos or tiktoks that can foster that feeling. Apart from that, CAKAP also holds webinars where they invite competent expert speakers. Therefore, CAKAP is convinced that this can foster more curiosity about CAKAP products and end in a purchasing decision. The final four stages are where members take action in the form of purchasing CAKAP products.

At this stage, CAKAP convinces members and consumers of the benefits provided by CAKAP products, apart from being told more about other benefits where they can get more income if they join or buy CAKAP products. However, on the other hand, there are still things that CAKAP feels lack the power to make its members like all the products that CAKAP has. It is still CAKAP's job to find a way out so that all its members and consumers are not just tied to one product. This was reinforced by (Pua, Herlina Heny, Personal Communication, 18 December 2023) saying that members who join CAKAP still sort the digital product content that is shared with members to re-share only according to the products that members like.

4. CONCLUSION

The use of social media or digital promotion is said to be very necessary and very helpful in assisting promotional activities. It can also be said that every company must also start and be aware of technology to develop products and succeed in encouraging consumer purchasing decisions. Apart from that, the stages carried out by CAKAP in encouraging purchasing decisions through digital promotions are considered quite effective.

This is because CAKAP takes advantage of opportunities that can generate profits for him. Where CAKAP takes advantage of FOMO opportunities to drive purchasing decisions. They intensify several promotions in the form of videos or create several trends so that members and consumers are more interested. This is also supported by (Syaefulloh, 2024), who said that the use of the AIDA model can clarify the concept of change, attitudes, and behavior about the action framework.

The digital promotional activities carried out by CAKAP follow the AIDA model theory. Where each phase of the AIDA CAKAP model has its strategy that makes its promotional activities successful in making purchasing decisions for consumers. This strategy is carried out in stages with consumers so that in the end it will be directed to action or purchase.

Another method that CAKAP uses and can be implemented by other companies is that before they launch digital promotions, they must first design the content. Starting from shapes and words that will create more attraction to encourage purchasing decisions. The last thing that CAKAP always does and is one of the things that must be done to encourage purchasing decisions is education.

CAKAP always educates its members and consumers about their products. So it is felt that this drives the purchasing decisions of members and consumers. Therefore, it is hoped that this research will be of benefit to readers and other companies that are conducting research or similar problems. Apart from that, suggestions for the CAKAP company or other companies regarding the shortcomings that occur are starting more advanced to make consumers interested and captivated by all the products they have. And what can be done is using digital promotion evenly regarding all products, not just containing or highlighting one product.

Another thing that readers need to remember is that the results of this research were obtained from observations and interviews with informants. In addition, it is recommended that further research expand the boundaries of problems that can be researched from similar cases using different research objects or approaches. So that

future research using similar theories or problems can be broader and more varied in the future.

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