

**THE USE OF NEW MEDIA IN HERBAL MEDICINE SELLING**  
**(The Case Study of Acne Medicine And Slimming Herbal Selling On @schonlabs Instagram Account)**

**Anisa Sonia Fatmawati Adha**

**The Science of Communication, The Faculty of Communication and Business, University of Telkom  
Jl. Telekomunikasi Bandung, West Java 40257**

**soniachason@yahoo.com**

**Abstract** - One of the effects of the internet development that is currently much demanded by the internet users is social media. Social Media is an online media that serves to be able to exchange information, in the form of text, images, sound and video. There have been many social medias that provide the same facilities, one of which is instagram that is lately visited by social media users. With its simple figure, instagram is widely used by the users to make an online purchase or transaction, and perform certain promotions. Based on these reasons, this study was made in order to know about the process of online transactions for multiple products from one of the instagram account. This study used a qualitative approach, a case study by placing the owner and the consumer as the subject under study. The owner and the consumers are selected as informants because they are directly related and considered the most informants have enough information on this research. The discussion of this study examines the aspects of herbal medicine sales by online social media through some analysis units that transact online, the owner and the consumer. The data was collected by direct observation and in-depth interviews. The results showed most of the informants said that herbal medicine online shop on instagram account @schonlabs is effective, time-saving, safe and easy in processing the transaction.

**Keywords:** online transactions, instagram, social media

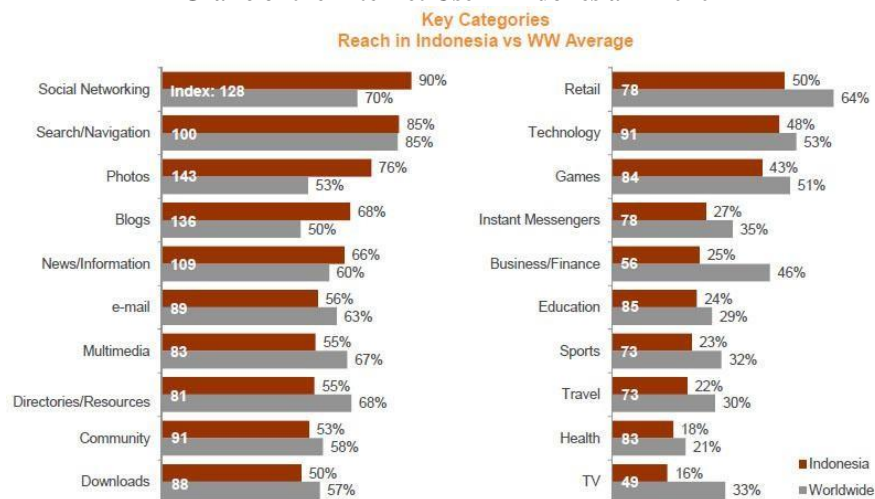
## **1. Introduction**

Social media has developed very significantly from year to year, in 2002 Friendster dominated social media with the number of users more than 1 million users. Now has many emerging social media with its unique and individual characteristic. There MySpace in 2003, Facebook in 2004, YouTube in 2005, Twitter in 2006, Instagram in 2010 and several other sites. According to comScore survey ([www.comscore.com](http://www.comscore.com)) in 2010, Internet users in Indonesia is a social media site visitors.

The process of information retrieval via the Internet, before finally making a purchase, was called the Zero Moment Of Truth (ZMOT). ZMOT is a term that was first introduced by Google. ZMOT becomes important and influential element in the purchase decision for Internet users who will conduct some online transactions. Before the consumers' decision to conduct transactions usually they look for price information, the composition / specifications, testimonials from previous users either through websites, blogs, rating, and others. Uniquely ZMOT product reviews on the internet could affect people who do not know each other. People trust the reviews on the review that has experience on a similar product.

ZMOT can be created from the experience of previous customers who have used it in the Second Moment Of Truth (SMOT) and shared experience on the internet, SMOT becomes ZMOT next to consumers in making decision. Marketing world know the three steps in the buying cycle, the first is the stimulus, where the consumers will make the process of Zero Moment Of Truth (ZMOT) to learn about the products they buy either through television, billboards, web, blogs, ratings, and other newspapers. Then the consumers will visit the store to see the product in person, this step is called the First Moment Of Truth (FMOT). After purchasing the consumer products until the final stage, which is to provide a review or share experiences after using these products to others who called Second Moment Of Truth (SMOT).

### Scene 1 Grafic of the Internet Use in Indonesia in 2010



Source: <http://teknojurnal.com/perkembangan-internet-di-indonesia-pada-tahun-2010/> (accessed on 2 Juli 2014)

The dependency of people on gadgets, technology, and social media become an easy target for some researchers, the researchers assessed that there was a change of habits that are happening around us. If in 10 years ago, humans prefer to interact directly, they now have to rely on social media. Not only to communicate and socialize, but also to transact. Even with rough language there are some of those who prefer treatment through social media than looking for the nearest doctor who obviously has directly a license to practice and guaranteed quality. The researchers looked at the loss of the taboo value to the internet function in the eyes of internet social media, they have started to rely on social media as a way out of all the problems they have. For example, when they want to find information or ask, once they always ask a friend or relative to get an answer. Another example when they want to shop, less fit unless they invite or accompany the family to the nearest mall just to see if any items they want to buy there

Not like now that everything can be get instantly, all-available on the internet. They do not need to contact relatives any more just to inquire about something, they do not need to walk to the mall any more just to satisfy their wants and needs. Everything is available online. They do not realize that the real one is very important thing, namely their health was at stake here. Many social media accounts that sell drugs, both herbal and chemical. And sometimes without permission or BPOM. The level of concern they decline after the introduction of the online stores that sell drugs. Especially those who are selling well are acne medications and slimming ones.

Only by using the gadgets and the internet, it can be said that they have made an online medication. Because the process is the same in its path, before buying a product usually they consult as before. By having some persuasive words from the seller, the buyer will feel sufficiently informed and believed that these drugs can treat the complaint. Similarly, instagram, social media is very different from other media. Instagram can only upload a photo and caption were very limited, so the information provided by the photo uploader will be in the form of a short, solid and clear. Enabling users to read other instagram.

Therefore many online shops are switched using instagram as their shop. With its hashtag feature, will greatly facilitate not only the sellers in marketing their products but also the buyers in searching for some items they were looking for. From the point of the researchers, the online shops on instagram not only sell goods, services, but also market many things in instagram. Consumers have been through a period of transition entering new media, whatever they find in social media has become commonplace. The most common problems such as acne and their fat body to get the slimming solution through consultation and transactions in social media

From there, the researchers wanted to explore further what could make them so easily lead to trust and eventually take the decision to shop online about their health? Meanwhile, according to the researchers, those can pose some great and dangerous risks. For those who have health problems either acne or excess weight, it will be much better if they visit a nearby clinic for consultation and treatment, but not a few who prefer to buy herbal medicines through social media, instagram, and consume the medicines.

Instagram account @schonlabs is a means of selling herbal medicine and cosmetics online. The herbal medicine is a product from HWI (Health Wealth International) that already has the BPOM permission. Various kinds of herbal remedies such as slimming, hormone stabilizer drugs, drugs for cholesterol, whitish drugs, medications weeks to acne and others have produced and proven to be effective, in terms of consumer testimonials

## Scene 2 Customers' Testimoni @Schonlabs



Source: <http://instagram.com/schonersays>  
(accessed on 10 November 2014)

According to the observations of researchers, based on the high use of the Internet in Indonesia as well as increasing social media users Instagram became one of the reasons why the study was conducted. In addition, there is a link between the criteria that consumers have a tendency to online shop with internet users, especially social media Instagram in Indonesia. Therefore, the researchers interested in conducting research related to the online shoppers and social media using Instagram. In this particular case is the Instagram users. Therefore, the authors decided to take the title "**The Use of New Media in Purchasing Some Herbal Medicines (The Case Study of Purchasing Herbal Acne and Slimming Medicines On Instagram Account @schonlabs)**"

### 1.1 The Focus of the Research

1. How are the owner and the consumer processing their online transaction to perform the ritual of buying and selling those herbal medicines?
2. Why does the owner choose social media, Instagram as a buying and selling herbal medicines online?
3. What makes consumers trust the quality of products sold by instagram account @schonlabs?

### 1.2 The Objectives of the Research

1. To know the process of online transactions on instagram account schonlabs between the consumers and the owners.
2. To determine the function of the instagram as social media used in the process of buying and selling.
3. To determine the reason of the consumers choosing the instagram @schonlabs in buying some herbal medicines online.

### 1.3 The Methods of the Research

The method used in this research is a case study. The case study itself can be said as one of the approaches in the study, to learn, interpret or explain a case in the context of natural, without any intervention from outside parties (Yin, 1981: 23). Case itself has a limit and the mindset of its own, so this case is expected to reveal or see social reality or physical facts unique, specific and challenging. Agus Salim (2001: 100) states that, from the case studies can be found things very detail, see things that can not be expressed by other methods and reveal the meaning that lies behind the case in a state of natural objects.

In this study, the writer uses a case study of explanatory because these case studies can test and deepen a case by asking questions to the informants with questions referring to the question words "why and how", to develop and refine the information needed by the researchers. This case study is able to eneasy the writer to look deeply, and carefully explore the context of the case. By doing this research as much as possible against an individual, a group or an event, researchers aim to provide a complete and in-depth description about this study

This study uses a qualitative study, having a purpose to explain a phenomenon by collecting deeply, through the most qualified data source. This study is also very limiting population or sampling for the study because this study does not focus on the number of the population or sampling. If the data obtained are enough and could explain the overall depth of the phenomenon that is being studied, the other sampling is not required anymore. Here, the emphasis is on the issue of depth (quality) of the data, not the number (quantity) of the data (Kriyantono, 2008: 58).

## 2. Literature Review

### 2.1 Theory Review

#### 2.1.1 Communication

Etymologically, the word communication comes from the Latin word "communication". The term is derived from the word "communis" which means the same. "Same" here to mean the same meaning or significance. So communication occurs when there is a similarity of meaning in a message sent by the sender and received by the communicant (Effendy, 2003: 30). Some definitions of communication proposed by the experts include:

- (1) Carl I. Hoveland: "Communication is a process that allows a person (communicator) deliver stimuli (usually a symbol-verbal symbols) to change the behavior of others".
- (2) Harold Lasswell: "(A good way to describe the communication is to answer the following questions) Who Told What To Do With Channel To Whom With What Effect? (Mulyana, 2007: 68).

There are several models of communication are written by Mulyana in the book Introduction to Communication Studies (2007: 147), one of which is a model Lasswell. Lasswell communication model in the form of verbal expression, namely "who - say - what - in the which channel - to Whom - with what effect?". And this model put forward by Harold Lasswell in 1948 that describes the communication process and functions in embannya in society. Lasswell's model is often applied in mass communication.

Communication elements Lasswell Model:

- (1) Who  
Symbolizes the communicator as a messenger. Communicator or source is the person who initiates or have a need to communicate.
- (2) Say What  
Symbolizes the content of the messages to be delivered. Message is a set of verbal or nonverbal symbols that represent feelings, values, ideas, or mean the source.
- (3) In Which Channel  
Messages delivered through a variety of media types. Is a tool or a vehicle used to convey the message source to the recipient.
- (4) To Whom  
Shows to whom the message was delivered (communicant as recipients of the message). Often called the target / destination (destination), the coding behind (decoder), audience (audience), listener (listener) that the person who receives the message from the source.
- (5) In What Effect  
What impact after a message is received (feedback). For example, the addition of knowledge, entertained, changes in attitudes, behavior change, and so on.

#### 2.1.2 The Communications of Marketing

We live in an age where communication has become a staple or a primary need. Firstly we fulfilled our primary needs by clothing, food and shelter, now adding one new needs that we can not deny, have become a primary need is "communication". Communication is needed in various fields, particularly marketing communications. According Hifni Alifahmi (2005) in his book Synergy Marketing Communications, "At least, there are three interesting sides of the latest developments of marketing communications. First, the strategy offered so fresh, combining advertising, promotion, and public relations as an alternative rather than the old paradigm that emphasizes advertising and promotion as a star. Second, the approach is holistic (overall), stringing various related parties (stakeholders) in both the internal organization and external parties interested or affected. Third, his flexibility in combining various disciplines and levels of personnel who carry out different functions to generate synergies. "

#### 2.1.3 Consumer Behavior

Learning the consumer behavior is the starting point of a manufacturer to determine the target market, either through segmentation, consumer background, geographical, demographic, psychographic and other influencing factors. In understanding what, who, and why consumers, need to learn about the differences and similarities relative to the inherent characteristics of the consumer. Schiffman and Kanuk (2004), in his book entitled Consumer Behavior, stated "The term refers to the behavior of consumer behavior shown by consumers in finding, buying, using, evaluating, and spent the goods and services products that they hope will satisfy their needs"

Consumer behavior is actually the stages step or group of people in order to meet the needs and desires. According to Schiffman and Kanuk (1994), the stage steps include:

- a. Recognizing the need
- b. Looking for information before buying
- c. To evaluate the multiple choice

- d. Making a purchase by way of
  - 1. Trial and error
  - 2. repeat purchase
- e. To evaluate pascabeli

Meanwhile, according to Kotler (2003), the steps being taken of consumers in consumer behavior include:

- a. Recognizing the problem
- b. Searching for information
- c. Evaluating several options
- d. The decision to buy
- e. Post-purchase behavior

If you see more of the two opinions in principle not much different, just say so any way that is not the same. According Nitisusastro (2012: 26) in his book Consumer Behavior (in the entrepreneurial perspective), "consumers are basically classified into two categories, namely individual consumers (individuals), and consumers institution (organization / group)".

#### 2.1.4 Narrative Theory

The storylines that can stimulate the human nature, which is a creature that likes to tell something, and this is a basic principle of narrative paradigm. Terminological way, narrative means a story that consists of a sequel to the events with a particular sequence of events. Walter R. Fisher in his book Human Communication as Narration (1987) calls this theory of narrative paradigm. In West & Turner (2007) noted that Fisher calls a paradigm, not a theory. According to Fisher, the use of the term paradigm can better represent the fundamental and profound aspects of the human being as a creature storytelling. Paradigm that person perspective of this world, the world that was formed from the process of storytelling, which according to Fisher, there are two major paradigms: the paradigm of rational (way west) and storytelling.

Fisher calls man as storytelling (homo narrans, storytelling Humans), meaning "all the experience and understanding of human life is considered as a narrative that berlangsung constantly, there is a conflict, there is the character of individuals, there is the beginning, there is a process and there is an end. According to the theory of narrative paradigm and telling this story, effective persuasive message is not a message about rational facts, but rather the narrative message that is able to convince the audience of the "reasons / arguments / justification good" (good s good) to engage in a particular action (Dainton & Zelle, 2005).

In the context of persuasion, this theory emphasizes the effectiveness of persuasion through narrative or also referred to as the storytelling process (Fisher, 1987). This paradigm argues that the communication process merupakan a narrative, and the individuals involved in it serves as the transmitter or the narrator of a series of stories (narrative) it. The narratives are ways in which the individual to understand the environment

#### 2.1.5 The Theory of the Reasoned Action

The theory of Reasoned Action (TRA) was developed in 1967. The theory was further developed and revised by Ajzen and Fishbein in early 1980 and used in the study of human behavior. This theory emphasizes the understanding that human beings are rational. As the development of social psychology, the basic assumption of this theory is that all one's actions performed consciously by systematically considering all the information he had received.

The information received will affect the person's belief (beliefs) are positive or negative. This belief is further effect on attitude (attitude) that is chosen by the individual. This attitude then has an effect on the intention (intention) of a person.

#### 2.1.6 Computer Mediated Communication (CMC)

Today computers have become one of the human mediators to communicate and interact each other, it is called Computer Mediated or Communication (CMC), the interaction between humans through computer technology. Based on the definition by John December (1997) in Knapp (2002: 100) is meant by "Computer Mediated Communication is the process of human communication via computer, involving people, are in a limited context, and related to each other in the process of shaping the media for that purpose various ". Computer Mediated Communication (CMC) to study how human behavior is formed through the exchange of information using computer media, especially the Internet. With the development of time and modernization, Internet Presence really answer and apply the definitions above CMC.

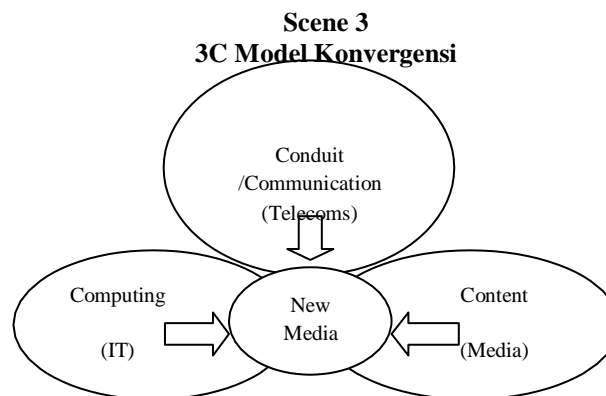
According to experts, Computer Mediated Communication, namely Joseph Walther and Malcolm Parks (in the book "Handbook of Interpersonal Communication", Knapp & Daly, 2002: 105) The following is a form of internet technology which tends to draw in Computer Mediated Communication:

- a) E-mail and mailing list
- b) newsgroups, bulletin boards and blogs

- c) Internet relay chat and instant messaging
- d) Metaworld and visual chat
- e) Personal homepage and webcam

### 2.1.7 New Media

New media is a term used for all forms of mass communication media based communication technology and information technology. New media which has the characteristic is the internet. The Internet is a network cable and satellite telephone that connects computers (Vivian, 2008: 263). The Internet is growing significantly for the media industry. This is a new mass media platforms. Through the internet allows the traditional mass media content to be shared in a new way (Kung, 2008: 95). Figure 2.2 shows the 3C model of convergence.



Source: Kung (2008 : 93)

New media is a term to describe the convergence between digital communication technologies are computerized and ties into the network. Currently, the development of information systems is very heavy. The Internet is growing rapidly and become an important part in the economic field. The term is used in the sense of converging media joining formerly separate services, including the Internet, television, cable, and telephone. According to the report Indicators (1999), in just five years since the introduction of the World Wide Web, the Internet economy in parallel with the existing sectors such as energy (\$ 223 billion), automobile (\$ 350 billion), and telecommunications (\$ 270 billion)

### 2.1.8 Social Media

The definition of social media according to Evans (2008: 33) is as follows:

"Social media is the Democratization of information, transforming people from content publishers. It is the shift from a broadcast mechanism to a many-to-many models, rooted in conversations between authors, people, and peers. Social media uses the "wisdom of crowds" to connect information in a collaborative manner. "(Social media is the democratization of information, transforming people from content readers into publishers of content. This is a shift from a broadcast mechanism of a model into many models, which stems from conversation between authors, people and colleagues. Social media use "concept crowds" to connect with the information together).

Another opinion was delivered by Dan Lattimore (2010: 207) argues that:

"Social media, which is sometimes identified with Web 2.0, is an umbrella term that refers to the use of new media technologies in creating interaction, participation, and collaboration open where everyone has the opportunity to voice their ideas, opinions, and experiences through online media in the form of words or visual material".

Furthermore Dan Lattimore (2010: 208) explains that the key to social media is the collaborative nature, credibility, collaborative or atmosphere share information among the audience.

### 2.1.9 Instagram

Instagram is a photo sharing application that facilitates users to share information via an image that is included with various filters. One feature that makes Instagram photos look unique is cut into a square, until it looks like the result of Kodak instamatic camera and Polaroid. In contrast to the aspect ratio of 4: 3 which is used by the camera moving equipment.

Established in 2010 the company Burbn, Inc., is a technology startup that focuses on the development of applications for mobile phones. At first Burbn, Inc. itself has focused too much on the mobile HTML5, but both CEO, Kevin Systrom and Mike Krieger, decided to focus on one thing only. After one week they were trying to

make a good idea, in the end they made a first version of Burbn, but in it there are still some things that are not perfect. Burbn the final version, the application can already be used on the iPhone, which is where the content is too much with features. It is hard for Kevin Systrom and Mike Krieger to reduce existing features, and start again from the beginning, but eventually they focus only on the photos, comments, and also the ability to like a photograph. Finally, on October 6th ladder official Instagram activated through the Apple Store.

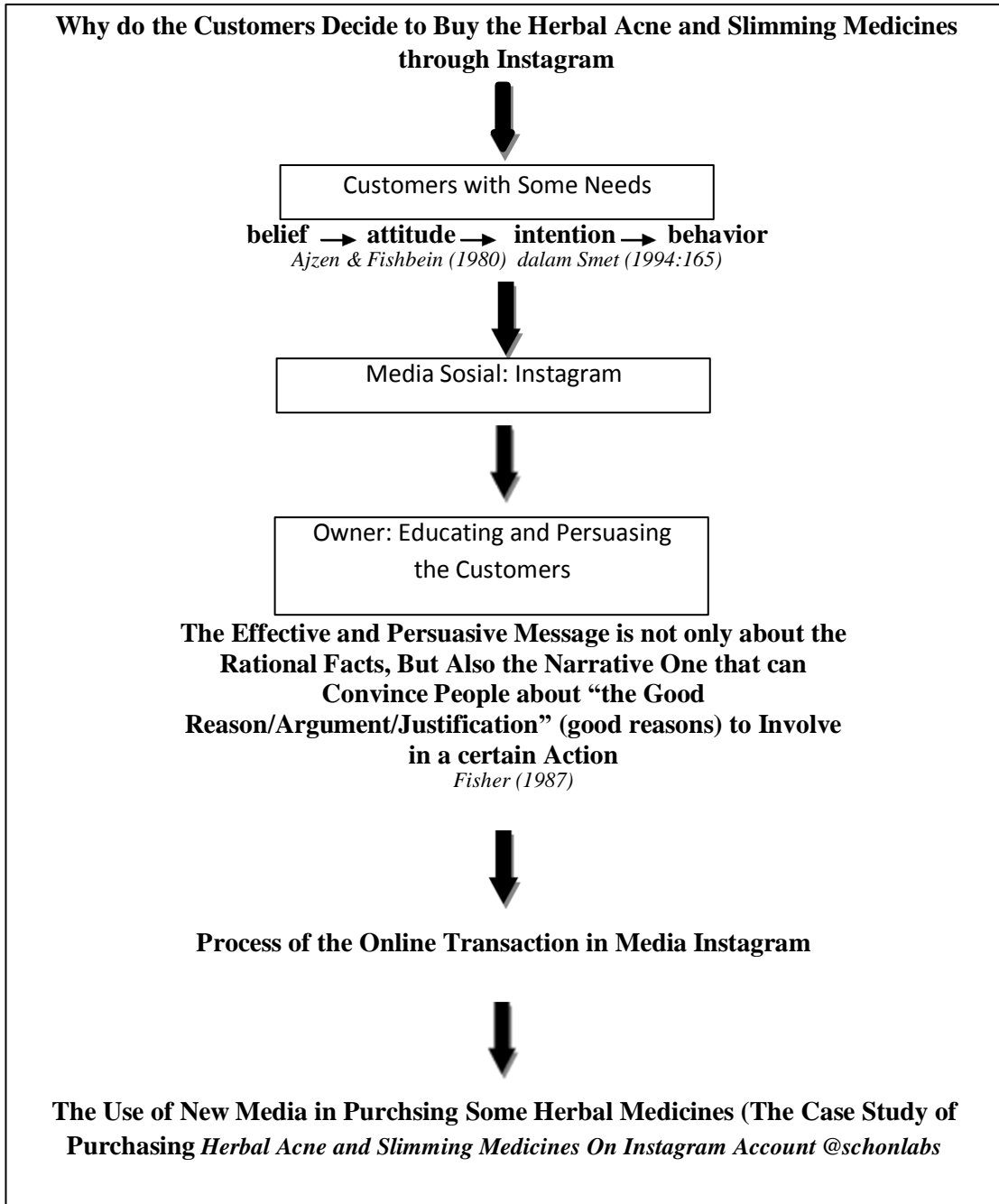
Instagram, the name comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like the Polaroid camera in his time better known as "instant photo". Instagram also can display the photos in an instant, like a polaroid in zoom. As for the word "gram" is derived from the word "telegram", which telegram own way of working is to send information to others quickly. Similar to Instagram to upload photos using the Internet network, so that information can be conveyed quickly accepted. Therefore Instagram comes from instant-telegram.

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3. The Frame of Thought

Scene 2.4

The Frame of Thought



Source: The Reseacher’s Description (2014)

The framework in this study departs from the curiosity of researchers about the motives of the consumers who prefer online transactions in buying herbal medicines through the lens of widespread development of new media. Trusting that they have in taking a risk buying herbal medicines to treat diseases pimply face and slimming drug, researchers dig curiosity about what their motives rely instagram (as a result of the development of new media products) to meet their needs for health.



#### **4. The Results and the Discussion**

##### **4.1 The Process of the Online Transactions On Instagram Account**

In this section, researchers get a similar answer from each informant. Both of the owner and the consumer. Transaction process is quite easy, same as the method olshop most, consumers are required to make full payment in advance, and show evidence of the transfer, after which the goods will be shipped. The consumers are already familiar with this method, so if they think the online shop is already quite convincing, consumers will soon conduct a transaction with such a method.

However, one informant said that the owner is willing to perform other types of transactions that COD (Cash On Delivery), if the location of the owner and the consumer is simply near. According to the answers from the informants, researchers can conclude that they feel quite safe conducting online transactions in the purchase of herbal medicine in instagram account @Schonlabs.

##### **4.1.1 The Owners' Motives in Marketing the Herbs through Instagram**

In this section the researcher wants to know why the owner choose instagram as online social media, in answering this topic, instagram an informant said that social media is now much demanded by the users of social media. Researchers can conclude that the level of effectiveness of a social media as a means of buying and selling online intermediaries depends on how the owner of the account to manage. As researchers get from the results of research conducted on an instagram account that sell herbal medicines, namely Schonlabs. The informant as the owner said that many strategies that should be used in attracting the interest of consumers. Not just by uploading a photo, but informants also have to explain a short description of the products it sells.

In addition, a lot of marketing strategies that informants use to make more interesting instagramnya account from another account, such as providing free gift, free shipping on certain dates, and give a discount when put through the program likes spam or spam comments. Not only that, the informant was always include testi-testy from consumers who had already consumed products to foster a sense of confidence to other potential customers who want to conduct transactions on the account.

Researchers proved by the results of interviews with some informants who mentioned that one of the reasons they want to buy herbal medicines in Schonlabs account of seeing a bunch testy looks convincing, both of testy about stuff that is always up to the hands of consumers, so testy about the consumers who get satisfactory results after taking the herbs.

Based on interviews that researchers do with informants, requires its own techniques to convince potential customers to perform online transactions in the Schonlabs instagram account, including the owner always collect testi-testy previous consumer and display them on instagram account. From the answers informants, investigators concluded that instagram quite effective in the sales process of herbal medicinal products, quite a lot of consumers who are interested in online marketing strategy undertaken by the ownernya.

##### **4.1.2 The Customers' Trust Issues Having Online Transaction through Schonlabs Account**

In this topic, the reseacher gets many various answers from a number of informants,one of them is Ivan who expressed his belief with the amkun Schonlabs arose after reading testy from previous customers who have been taking the herbal medicinal products. Another is Vica, who decided to trade in the account schonlabs because was recommended by a friend who had felt the efficacy of the products sold in the account.

Meanwhile, according to the informant Aulia, the hospitality of the admin when serving and answering consumer's questions to be one of the reasons why she decided to trade in instagram account @Schonlabs. And almost all of the informants said that the goods are always up or arrived in time that the account is more believed.

In the interview data and the results of these observations researchers get a positive result for both sides, both for the owner of the account as well as for consumers. Researchers found no serious problem on instagram account schonlabs when selling products herbal medicines hers. During the observation with the researchers directly involved as administrators, researchers assessed that all processes are running pretty smoothly, only hampered the delivery of services or admin who responded late because of the customer to be served.

## 5. Conclusions and Suggestions

### 5.1 Conclusions

Based on research that has been conducted since August 2014 through January 2015 through observation and interviews on consumer and owner's instagram account @Schonlabs, the researchers draw conclusions as follows:

- 1) The informant explained that the process of transactions they do pretty easy to do, in addition to the information they need can be fulfilled with the product information supplied by the owner of the account when uploading photo products.
- 2) The focus of this study refers to the process that consumers do when they choose to shop herbal medicines online. The results showed that the user admins in educating and serving, a number of testimonials from previous users, fast, economical, practical and does not require a lot of time in the transaction are several factors that led to the informants conduct online transactions in the schonlabs instagram account.

### 5.2 Suggestion

The advice given in this study researchers:

- 1) In conducting research that addresses event or a case that is being or has been happening in the community needed a deep understanding of the methods to be used.
  - 2) For further research refers to the results of this study suggested using qualitative research methods with pendekatan explanatory case study because it requires an in-depth questions to uncover the reasons behind the decisions made by consumers when shopping online. In addition, this study also refers to the research can be done by using an inductive approach. Inductive approach is to determine what is actually happening in the field to strengthen the research evidence, participatory observation and in-depth interview is highly recommended.
  - 3) Researchers expect the rise of social media being used as an online shop, the ownernya can further improve the quality of service in terms of both, penguakasian (provide all information requested by the consumer), and can maintain the trust of consumers in order to remain secure as a quality online shop and reliable.
  - 4) Researchers also hope that the problems such as slow courier delivery person and the slow response of the admin can overcome, in order to give satisfaction to the customers.
  - 5) Researchers suggest that the description listed on the product photos on instagram need more detail, because it involves drugs. That consumers are not one pint (under- or overdosing) when consuming these products.
  - 6) The researchers hope that the account holder instagram will remain vigilant when shopping online, because it is possible there will be just a fake account, account deception will cause us to lose money up in large numbers.
  - 7) Candidates are expected to be conscientious consumers are looking for detailed information about the true existence of a particular social media instagram account when making buying and selling process.
  - 8) The results of this study are expected to provide empirical evidence about the influence of the media campaign against the decision Instagram consumers in conducting online transactions.
  - 9) For further research, it is hoped this research can be used as input or reference to research / advanced study in the future
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