

REFERENCES

- Adani. (2020, November 19). *Pengaruh Penggunaan Media Sosial dan Manfaat untuk Bisnis*. Retrieved from Sekawan Media: <https://www.sekawanmedia.co.id/media-sosial-untuk-bisnis/>
- Alfonzo, P. (2019). *Mastering Mobile Through Social Media*. Chicago: American Library Association.
- Alfred, L. (2020, January 17). *The Ultimate Guide to Instagram Analytics: Metrics, Insights, Tools, and Tips*. Retrieved from Buffer Library: <https://buffer.com/library/instagram-analytics/>
- Alteza, M. (2007). “Efek Hari Perdagangan Terhadap Return Saham: Suatu Telaah atas Anomali Pasar Efisien. *Jurnal Ilmu Manajemen*, 31-43.
- Arikunto. (2006). Prosedur Penelitian Suatu Pendekatan Praktek. Jakarta: PT Rineka Cipta.
- Arofah, H. I. (2019, Agustus Rabu). *Punya Brand? Berapa Posting Instagram Ideal Dalam Sehari?* Retrieved from topcareer.id: <https://topcareer.id/read/2019/08/28/2412/punya-brand-berapa-posting-instagram-ideal-dalam-sehari/2/>
- Arofah, H. I. (2019, Agustus 28). *TopcareerID*. Retrieved from topcareer.id: <https://topcareer.id/read/2019/08/28/2412/punya-brand-berapa-posting-instagram-ideal-dalam-sehari/2/>
- Arviana, G. N. (2022, Februari Friday). *Hashtag Instagram: Apa Itu, Jenis, Cara Menggunakan, dan Manfaatnya untuk Marketer*. Retrieved from Glints: <https://glints.com/id/lowongan/hashtag-instagram/#.Yg7hpfVByMq>
- Bainotti, L. C. (2020). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*, 1-21.
- Belanche, D. C.-R. (2019). Instagram Stories versus Facebook Wall: an advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*,, 69 -94.
- Borg, W. G. (2007). *Education Research*. New York: Pearson Education, Inc.
- Bue, A., & Harrison, K. (2020). Visual and cognitive processing of thin-ideal Instagram images containing idealized or disclaimer comments. *Body*

Image, 152-163.

- Buente, W., Dalisay, F., Pokhrel, P., Kramer, H., & Pagano, I. (2020). An Instagram-Based Study to Understand Betel Nut Use Culture in Micronesia: Exploratory Content Analysis. *Journal Of Medical Internet Research*, 1-13.
- Carpinetti, L., & Melo, A. (2002). What to benchmark?: A systematic approach and cases. *Benchmarking: An International Journal*, 244-255.
- Castro, V. F., & Frazzon, E. M. (2017). Benchmarking of best practices: overview of academic literature. *Benchmarking: An International Journal*, 750-774.
- Darmanto, E., Latifah, N., & Susanti, N. (2014). Penerapan Metode AHP (Analytical Hierarchy Process) Untuk Menentukan Kualitas Gula Tumbu. *Jurnal SIMETRIS*, V(1), 3-4.
- Eeken, P. (2020). Instagram as a Marketing Tool. *Journal of Retailing*, 48-65.
- Elyas, R., Behrouz Minaei-Bidgoli, & Yanhui Guo. (2020). An effective clustering method based on data indeterminacy in neutrosophic. *Engineering Applications of Artificial Intelligence*, 14.
- Fajrianisa, S. &. (2019). Penilaian Tampilan Visual Feeds dan Postingan Instagram Hotel-Hotel Berbintang di Kota Padang sebagai Media Promosi Online. *Jurnal Pendidikan dan Keluarga*, 284-291.
- Fauzanullah, R. (2015, October 17). *The Amazing of Bogor*. Retrieved from ridwanf-art.blogspot.com.
- Ferliansyah, L., & Lindawati, R. (2013). *Academia*. Retrieved from academia.edu: https://www.academia.edu/11846487/Analisa_Perancangan_Sistem_Kerja_Dan_Ergonomi?auto=download
- Frank J, L., & Jeffrey M, C. (n.d.). *Work In 21st Century*.
- Gani, H., & Suseno, J. E. (2015). Penerapan Metode AHP-TOPSIS Untuk Penyeleksian Permohonan Kredit Pada Koperasi Pegawai Republik Indonesia. *Jurnal Sistem Informasi Bisnis*, I.
- Geyser, W. (2022, January Wednesday). *When is the Best Time to Post on Instagram in 2022 [+ Cheat Sheet]*. Retrieved from Influencer Marketing Hub: <https://influencermarketinghub.com/best-time-to-post-on-instagram/#toc-1>

- Hassan, A. (2014). Do Brands Targeting Women Use Instamarketing Differently: A Content Analysis. *Marketing Management Association Spring 2014 Proceedings*, 78-81.
- Hopkins, J., & Turner, J. (2013). In B. Güzdüz (Trans.). *Mobil pazarlama hakkında her şey*, 286.
- Imanuwelita, V., Mardi Putri, R. R., & Amalia, F. (2018). Penentuan Kelayakan Lokasi Usaha Franchise Menggunakan Metode AHP dan VIKOR. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, II(1).
- Kaluku, M. R., & Pakaya, N. (2017). Penerapan Perbandingan Metode Ahp-Topsis Dan Anp-Topsis Mengukur Kinerja Sumber Daya Manusia Di Gorontalo. *Ilkom Jurnal Ilmiah*, Ix(2), 2-3.
- Kemp, S. (2021, February 11). "Digital in Indonesia: All The Statistics You Need in 2021,". Retrieved from Datareportal: <https://datareportal.com/reports/digital-2021-indonesia>
- Khan, S. (2018). Instagram as a Marketing Tool for Luxury Brands . *Journal of Management and Business Research*, 120-126.
- Kingsnorth, S. (2022). *The Digital Marketing Handbook*. London: Kogan Page Limited.
- Kurian, M. R. (2019). Maintenance strategy selection in a cement industry using analytical network process. *Maintenance strategy selection*.
- Kurniullah, A. Z., & Revida, E. (2021). *Metode Penelitian Sosial*. Yayasan Kita Menulis.
- Lakshmanaprabu, S., Shankar, K., Gupta, D., Khanna, A., Rodrigues, J., Pinheiro, P., & Albuquerque, V. (2018). Ranking Analysis for Online Customer Reviews of Products Using Opinion Mining with Clustering. *Complexity*, 1-9.
- Larte, S. (2018). Instagram as marketing tool for luxury brands. *International Journal of Management and Business Research*, 120-126.
- Latifah, S. (2005). Prinsip-prinsip Dasar Analytical Hierarchy Process. Medan: e-USU Repository.
- Li, Y., & Xie, Y. (2020). Is a Picture Worth a Thousand Words? An Empirical Study of Image Content and Social Media Engagement. *Journal of*

Marketing Research, 1-19.

- Liu, X., Xu, A., Shinha, V., & Akkiraju, R. (2018). Voice of customer: A tone-based analysis system for online user engagement. *Conference on Human Factors in Computing Systems - Proceedings*, 1-6.
- Luthfiyah, F. &. (2017). *Metodologi Penelitian: Penelitian Kualitatif, Tindakan Kelas & Studi Kasus*. Sukabumi: CV Jejak.
- Macnamara, J. (2020). Corporate listening: unlocking insights from VOC, VOE and VOS for mutual benefits. *Emerald Insight*, 377 - 393.
- Martikainen, I., & Pitkänen , A. (2019). The Significance of Consumers' Perceived Authenticity to Engagement. *Explorative Research of Influencer Marketing in Instagram*.
- Moleenar, K. (2021, October Friday). *A Guide to Mastering Instagram Reels for Businesses & Creators*. Retrieved from Influencer Marketing Hub: <https://influencermarketinghub.com/instagram-reels-guide/>
- Mui, C. K., & Ming, L. T. (2020). A Critical Review on Impression Rate and Pattern on Social Media Sites. *International Conference on Digital Transformation and Applications*.
- Nicol, D. (2017). Followers Ratio on Instagram Affects the Product's Brand Awareness. *Australian Journal of Accounting, Economics and Finance (AJAEF)*, 85-89.
- Nola, R., & Sankey, H. (2014). *Theories of Scientific Method*. Taylor & Francis.
- Purmala, Y. A., & Debora, F. (2021). A Systematic Literature Review of Benchmarking Implementation in various Industries. *IJIEM (Indonesian Journal of Industrial Engineering & Management)*, 35-51.
- Ravi, V., Shankar, R., & Manoj, K. (2005). Analyzing alternatives in reverse logistics for end-of-life computers: ANP and balanced scorecard approach. *Computers & Industrial Engineering*, 327-356.
- Rogozina, E., Generalov, I., Suslov, S., Sibiryakov, A., & Zavivaev, S. (2021). Benchmarking in Managing the Formation of Strategies for the Development of Agricultural Enterprises in the Region. *Atlantis Press*.
- Rosiska, E. (2018). Penerapan Metode Analitycal Hierarchy Process (AHP) dalam Menentukan Mitra Usaha Berprestasi. *Jurnal Resti*, II(2).

- Ryan, D. (2014). *Understanding Digital Marketing*. London: Kogan Page.
- Saaty, T. (2001). *The Analytic Network Process: decision making with dependence*. Pittsburgh: RWS Publication.
- Saaty, T. (2008). In *Decision making with the analytic hierarchy process* (p. 83). International Journal of Services Sciences.
- Saaty, T. (2008). In *Decision making with the analytic hierarchy process* (p. 83). International Journal of Services Sciences.
- Saaty, T. L. (1993). *Pengambilan Keputusan Bagi Para Pemimpin : Proses Hirarki Analitik Untuk Pengambilan Keputusan Dalam Situasi Yang Kompleks*. Pustaka Binama Pressindo.
- Santora, J. (2021, August Wednesday). *15 Instagram Reels Statistics That Will Blow Your Mind*. Retrieved from Influencer Marketing Hub: <https://influencermarketinghub.com/instagram-reels-stats/>
- Saragih, M. G., Liharman, Purba, J. W., & Panjaitan, P. D. (2021). *Metode Penelitian Kuantitatif: Dasar-Dasar Memulai Penelitian*. Yayasan Kita Menulis.
- Sari, F. R., & Sensue, D. I. (2008). Penerapan Metode Analytic Hierarchy Processdalam sistem Penunjang Keputusan Untuk Pemilihan Asuransi. *Jurnal Sistem Informasi Mt-i-Ui*, Iv(2).
- Satty, T. (2001). In *The Analytic Network Process: decision making with dependence*. Pittsburgh: RWS Publication.
- School, D. M. (2021). *Caption Yang Ideal Kaya Gimana Sih? From Digital Marketing School*. Retrieved from Digital Marketing School: <https://www.digitalmarketingschool.id/>
- Silva, M., Farias, S., Grigg, M., & Barbosa, M. (2019). Online Engagement and the Role of Digital Influencers in Product Endorsement on Instagram. *Journal of Relationship Marketing*, 1-31.
- Singh, B. G. (2015). An analytic hierarchy process for benchmarking of automobile car service industry in Indian context. *Management Science Letters* 5, 543-554.
- Singh, B., Grover, S., & Singh, V. (2015). An analytic hierarchy process for benchmarking of automobile car service industry in Indian context.

- Management Science Letters*, 543-554.
- Singh, B., Grover, S., Singh, V., & Attri, R. (2015). An analytic hierarchy process for benchmarking of automobile car service industry in Indian context. *Management*, 543-554.
- Singh, M. (2020). Instagram Marketing – The Ultimate Marketing Strategy. *International Journal Of Advance And Innovative Research*, 379-382.
- Sudarmanto, E., Yenni, & Rahmawati, I. (2022). *Metode Riset Kuantitatif dan Kualitatif*. Yayasan Kita Menulis.
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tahmasebifard, H. (2018). The role of competitive intelligence and its subtypes on achieving market performance. *Cogent Business & Management*.
- Teo, L. X., Leng, H. K., & Phua, Y. X. (2018). Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention. *International Journal of Sports Marketing and Sponsorship*, 321-332.
- Turner, P. (2019). Fast marketing, furious interactions: an interstellar community on Instagram. *Celebrity Studies*, 469-478.
- Tyo, D. (2021, September 6). *7 Jenis Konten Interaktif Yang Ampuh Menaikkan Engagement Media Sosial*. Retrieved from Go Social: <https://gosocial.co.id/blog/7-jenis-konten-interaktif-yang-ampuh-menaikkan-engagement-media-sosial/>
- Valentini, C. R. (2018). Digital visual engagement: influencing purchase intentions on Instagram. *Journal of Communication Management*, 362-381.
- Virtanen, H., Bjork, P., & Sjostrom, E. (2017). Follow for follow: marketing of a start-up company on Instagram. *Journal of Small Business and Enterprise Development*, 468-484.
- Voorveld, H. A. (2018). Engagement with social media and social media advertising: the differentiating role of platform type. *Journal of Advertising*, 83-91.
- Wince, E. (2018). Benchmarking dalam Manajemen Sebuah Perpustakaan. *Tik*

- Ilmeu : Jurnal Ilmu Perpustakaan dan Informasi*, 27-29.
- Young, K. (2008). Voice of the Customer: Capture and Analysis.
- Zairi, M. (1994). Benchmarking: The Best Tool for Measuring Competitiveness.
Emerald Insight, 11-24.
- Zuhdi, M. H. (2014). Konsep Kepemimpinan dalam Perspektif Islam.
AKADEMIKA, XIX(1), 15-23.