

## DAFTAR PUSTAKA

- Ali Köseoglu, M., Ross, G., & Okumus, F. (2016). Competitive intelligence practices in hotels. *International Journal of Hospitality Management*, 53, 161–172. <https://doi.org/10.1016/j.ijhm.2015.11.002>
- Astuti, N. P., & Susila, I. (2022). Influence Analysis of Customer Ratings Reviews Online, Free Shipping Promotion and Discount Promotion on Purchasing Decisions in E-Commerce. *Proceedings of the International Conference on Economics and Business Studies (ICOEBS 2022)*, 218, 38–46.
- Ba Hung Anh, D., Hoang Tien, N., & Author, C. (2021). Strategic analysis for Nguyen Hoang Group in Vietnam the approach using CPM matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*, 2(4), 55–60. [www.allmultidisciplinaryjournal.com](http://www.allmultidisciplinaryjournal.com)
- Cahya, A. D. (2019). Marketing Audit: Does It Affect Marketing Planning and Marketing Effectiveness in the Sales Function? *Sustainable Business Accounting and Management Review*, 1(2), 93–100. <https://doi.org/10.61656/sbamr.v1i2.54>
- Cameron, E., & Green, M. (2015). *Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organizational Change*. Kogan Page Publishers.
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Chaudhary, M. U. (2021). Impact of Instagram as a tool of Social Media Marketing. *Media and Communication Review*, 1(1), 17–29. <https://doi.org/10.32350/mcr.11.02>
- Cheng, Z., & Li, Y. (2024). Like, Comment, and Share on TikTok: Exploring the Effect of Sentiment and Second-Person View on the User Engagement with

- TikTok News Videos. *Social Science Computer Review*, 42(1), 201–223.  
<https://doi.org/10.1177/08944393231178603>
- Databoks. (2023, May 3). *5 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2023*. <https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>
- Dias, R., Martinez, L. F., & Martinez, L. M. (2021). *How Does the Number of Instagram Followers Influence Brand Attitude: The Role of Purchase Intention, Perceived Product Quality, Referrals, Brand Trust, and Gender* (pp. 121–128). Springer. [https://doi.org/10.1007/978-3-030-76520-0\\_13](https://doi.org/10.1007/978-3-030-76520-0_13)
- Fajrianisa, S. A., & Yuliana, Y. (2020). Penilaian Tampilan Visual Feeds dan Postingan Instagram Hotel-hotel Berbintang di Kota Padang Sebagai Media Promosi Online. *JURNAL PENDIDIKAN DAN KELUARGA*, 11(02), 284. <https://doi.org/10.24036/jpk/vol11-iss02/654>
- Gisha, N., & Malinda, M. (2023). THE ROLE OF CONTENT MARKETING ON TIKTOK IN INCREASING SALES. *International Conference on Education Innovation and Social Science*.
- Harisudin, M. (2011). COMPETITIVE PROFILE MATRIX SEBAGAI ALAT ANALISIS STRATEGI PEMASARAN PRODUK ATAU JASA. *Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, 7(2), 80–84.
- Helmold, M. (2022). *Marketing Management as Part of the Corporate Strategy*. [https://doi.org/10.1007/978-3-031-10097-0\\_2](https://doi.org/10.1007/978-3-031-10097-0_2)
- Iryna, I. (2019). *Benchmarking and effective strategic communications: ways to implement in public administration*. 45–48.
- Jacome Guerrero, K., & Jacome, K. (2023). *An Analysis of TikTok's Digital Marketing Capabilities and Its Effectiveness for Brands and Businesses Across Different Industries*

*Recommended Citation Recommended Citation.*  
<https://digitalcommons.lindenwood.edu/theses>

Kementerian Perindustrian Republik Indonesia. (2018). *Industri Kosmetik Nasional Tumbuh 20%*. <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>

Kharismatul Ula, E. (2022). Utilization of Instagram as a Marketing Media (Case Study of Online Buying Services @my\_shopper.id). *SINOMICS JOURNAL | VOLUME, 1*. <https://doi.org/10.54443/sj.v1i3.28>

Komara, E., & Erwand, D. N. (2023). The Effect of Online Consumer Review, Social Media Advertisement, and Influencer Endorsement on Purchase Intention. *Research of Economics and Business, 1(2)*, 76–85. <https://doi.org/10.58777/reb.v1i2.79>

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (Sixteenth Edition).

Krisdanu, C. A., & Kiranastari Asoka Sumantri. (2023). TikTok sebagai Media Pemasaran Digital di Indonesia. *JURNAL LENSA MUTIARA KOMUNIKASI, 7(2)*, 24–36. <https://doi.org/10.51544/jlmk.v7i2.4173>

Lauwis, E., & Setyawati, C. Y. (2019). STRATEGI KOMUNIKASI PEMASARAN CLEANS DENGAN METODE BENCHMARKING. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis, 3(4)*, 512–521.

Malhotra, N. K. (2020). *MR Naresh K. Malhotra - Marketing Research \_An Applied Prientation-Pearson Education (2020)* (L. Gonzales, Ed.; Seventh Edition). Pearson.

Maluleka, M. L., & Chummun, B. Z. (2023). Competitive intelligence and strategy implementation: Critical examination of present literature review. *SA Journal of Information Management, 25(1)*. <https://doi.org/10.4102/sajim.v25i1.1610>

- Marmer, D. (2023, January 17). *How Often to Publish on Social Media for Business? A HubSpot Experiment*. <https://blog.hubspot.com/marketing/how-frequently-should-i-publish-on-social-media>
- Novianti, P. P., & Balqiah, T. E. (2023). The Role of Community Benefits on Brand Loyalty in Automotive Social Media Brand Community. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 16(1), 1–22. <https://doi.org/10.20473/jmtt.v16i1.42435>
- Pasholikov, M. (2024). *Benchmarking is a tool for the development of an industrial company*.
- Passos, C. A. S., & Haddad, R. B. B. (2013). Benchmarking: A tool for the improvement of production management. *IFAC Proceedings Volumes*, 46(24), 577–581. <https://doi.org/10.3182/20130911-3-BR-3021.00003>
- Putranto, H. A., Rizaldi, T., Riskiawan, H. Y., Setyohadi, D. P. S., Atmadji, E. S. J., & Nuryanto, I. H. (2022). Measurement of Engagement Rate on Instagram for Business Marketing (Case Study: MSME of Dowry in Jember). *2022 International Conference on Electrical and Information Technology (IEIT)*, 317–321. <https://doi.org/10.1109/IEIT56384.2022.9967851>
- Rachmi, A., & Poernamawati, D. E. (2020). The effect of competitive intelligence on competitive strategy and performance: study on cafes and restaurants in Malang, Indonesia. *Diponegoro International Journal of Business*, 3(1), 55–60.
- Silveira, P. D., & Marreiros, C. (2023). THE INFLUENCE OF ADVERTISING AT THE POINT-OFPURCHASE ON SHOPPERS AND BRANDS: AN EMPIRICAL STUDY IN CONVENIENCE STORES. *Communication Today*, 14(1), 136–156. <https://doi.org/10.34135/communicationtoday.2023.Vol.14.No.1.9>
- Soedjardjo, D. P. (2023). The Effect of Instagram Social Media Marketing Content towards the Public Attitude through Online Engagement (Study on the

- National Narcotics Agency Central Kalimantan Province). *East Asian Journal of Multidisciplinary Research*, 2(8), 3245–3260. <https://doi.org/10.55927/eajmr.v2i8.5156>
- Stapenhurst, T. (2009). *The Benchmarking Book: A How-to-Guide to Best Practice for Managers and Practitioners* (First Edition).
- Statista. (2023). *Revenue of the non-luxury fragrance market in Indonesia from 2019 to 2028*. <https://www.statista.com/forecasts/1225653/indonesia-revenue-non-luxury-fragrance-market>
- Suhud, R. (2023). *Brand Parfum Lokal Catatkan Penjualan yang Semakin Tinggi di 2023*. <https://mediaindonesia.com/ekonomi/555921/brand-parfum-lokal-catatkan-penjualan-yang-semakin-tinggi-di-2023>
- Suryawan, T. G. A. W. K., Sumerta, I. K., Vatara, I. G. A., & Abdullah, S. (2022). The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 13(3), 176–192. <https://doi.org/10.18196/jbti.v13i3.16655>
- Suryawati, B. N., Kusmayadi, I., Wardani, L., Sarmo, S., & Putra, I. N. (2020). Audit Pemasaran Dan Pengembangan Usaha Mikro, Kecil dan Menengah Di Dusun Koloh Berora Kabupaten Lombok Utara. *Jurnal Gema Ngabdi*, 2(2), 116–123.
- Sutia, S., Riadi, R., Fahlevi, M., Istan, M., Juhara, S., Pramono, R., Purwanto, A., Tampil Purba, J., & Parhehean Munthe, A. (2020). BENEFIT OF BENCHMARKING METHODS IN SEVERAL INDUSTRIES: A SYSTEMATIC LITERATURE REVIEW Correspondence. In *Systematic Reviews in Pharmacy* (Vol. 11, Issue 8).
- Wahid, R., Karjaluoto, H., Taiminen, K., & Asiati, D. I. (2023). Becoming TikTok Famous: Strategies for Global Brands to Engage Consumers in an Emerging Market. *Journal of International Marketing*, 31(1), 106–123. <https://doi.org/10.1177/1069031X221129554>

wearesocial.com. (2023). *Digital 2023 Report*.

<https://wearesocial.com/id/blog/2023/01/digital-2023/>

Yudha, D., Widodo, P., & Prasetyani, H. (2022). 2 2 (2) (2022) 12-17 Penggunaan Shopee sebagai Media Promosi untuk Meningkatkan Daya Jual Produk sebagai Narahubung Sosial Marketing. *Journal of Systems, Information Technology, and Electronics Engineering*, 2(2), 12–17.

<https://doi.org/10.31331/jsitee.v1i1.kodeartikel>