

DAFTAR PUSTAKA

- Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104.
- Al Insani, N., Rafiah, K. K., & Sondari, M. C. (2024). The Effect Of Content Marketing Tiktok @Wardahofficial On Wardah Cosmetic Buying Interest With Attention, Interest, And Desire As Intervening Variables (Case Study of TikTok Users In Bandung City). *International Journal of Management and Business Economics (IJMEBE)*, 2(3), 64–71.
- Amien, F., Faruqi, A., Safiani, ;, Faaroek, A., Resman, ;, Tambunan, M., & Heriyanti, ; (2024). Analisis Peran Media Sosial Instagram Sebagai Media Promosi Kopilikasi Dalam Menarik Minat Beli Konsumen. *Jurnal Ilmu Komunikasi Dan Sosial*, 2(1), 229–251. <https://doi.org/10.59581/harmoni-widyakarya.v2i1.2567>
- Bahia, T. H. A., Idan, A. R., & Athab, K. R. (2023). the Effect of Quality Function Deployment (Qfd) in Enhancing Customer Satisfaction. *International Journal of Professional Business Review*, 8(1), 1–17. <https://doi.org/10.26668/businessreview/2023.v8i1.1156>
- Balqis, S., Rifaldi, R., & Giri, W. (n.d.). *THE INFLUENCE OF EWOM ON THE PURCHASE INTENTION OF YOUNG CONSUMERS AT ONLINE TRAVEL AGENTS THROUGH THE EXPANSION ON THE INFORMATION ADOPTION MODEL*. 12, 2023. <https://covid19.go.id/>
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Bylund, N., Wolf, M., & Mazur, G.H. (2009). *Reducing Lead Time in Cutting Tool Development By Implementing Blitz QFD*. Chaffey, D., & Chadwick, F. E. (2024). Digital Marketing Implementation and Practice. In *Digital Marketing Technologies*. https://doi.org/10.1007/978-981-97-0607-5_3
- Choedon, T., & Lee, Y. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, 21(3), 141–160.
- Christian, H. O., Darmawan, A., & Andrianto, N. (n.d.). <https://conference.untag-sby.ac.id/index.php/semakom> ANALISIS VISUAL KONTEN INSTAGRAM REVERSEAS DALAM MEMBENTUK BRAND IMAGE (Vol. 02, Issue 02). <https://conference.untag-sby.ac.id/index.php/semakom>
- Content Marketing Analysis in Marketing Communication Strategy using AIDA Theory in the Instagram application (Case Study of the Bumil_Pintar Instagram account)*. (n.d.). <https://doi.org/10.55927/eajmr.v3i1.8575>
- e-, B., Eriska Utami, D., As, M., Othman, J., Ikhwan Setiawan, A., Wulandari, F., Kostrad Diharto, A., & Fahma Auliya Asep Maulana Rohimat Assistant Editor Khairul Imam Rina Hastuti Ika Yoga Septi Kurnia Prastiwi Moh Rifqi Khairul Umam, Z. (n.d.). EDITORIAL TEAM RELEVANCE Journal of Management and EDITORIAL TEAM

Editorial in Chief Editorial Boards Managing Editor. In *RELEVANCE Journal of Management and Business* (Vol. 1, Issue 1).

- Fahada, N. (2024). Manajemen Zero Antara Standard Kualitas Dan Dimensi Kualitas. *ALACRITY : Journal of Education*. Fajar Firmada, A., Lukiastuti, F., Magister Manajemen, P., & Bank BPD Jateng, S. (2021). DIGITAL MARKETING DAN BRAND LOYALTY PADA BANK JATENG CABANG WONOSOBO. *Jurnal Among Makarti*, 14(2). <http://www.bankjateng.co.id>,
- Febriyanti, I. K., Wardhana, M. I., & Sutrisno, A. (2021). Perancangan Buku Cerita Bergambar untuk Anak tentang Pentingnya Pendidikan Karakter dalam Kegiatan Sehari-hari. *JoLLA: Journal of Language, Literature, and Arts*, 1(9), 1291–1309. <https://doi.org/10.17977/um064v1i92021p1291-1309>
- Ferdiansa, M., Rizqi, A. W., & Jufriyanto, Moh. (2024). Implementasi Metode Lean Six Sigma dalam Meningkatkan Efisiensi Proses Produksi pada Industri Kayu CV. Jaya Abadi. *G-Tech: Jurnal Teknologi Terapan*, 8(2), 1307–1319. <https://doi.org/10.33379/gtech.v8i2.4282>
- Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. *Journal of Promotion Management*, 23(6), 872–888.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016a). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016b). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hairiyah, N., Kiptiah, M., & Fituwana, B. K. (2021). PENERAPAN QUALITY FUNCTION DEPLOYMENT (QFD) UNTUK PENINGKATAN KINERJA INDUSTRI AMPLANG BERDASARKAN KEPUASAN PELANGGAN. *Agrointek : Jurnal Teknologi Industri Pertanian*, 15(4), 1099–1113. <https://doi.org/10.21107/agrointek.v15i4.10744>
- Hasibuan, A., Parinduri, L., Sulaiman, O. K., Suleman, A. R., Harahap, A. K. Z., Hasibuan, M., Rupilele, F. G. J., Simarmata, J., Kurniasih, N., Achmad Daengs, G. S., & Abdussakir. (2019). Service Quality Improvement by Using the Quality Function Deployment (QFD) Method at the Government General Hospital. *Journal of Physics: Conference Series*, 1363(1). <https://doi.org/10.1088/1742-6596/1363/1/012095>
- Huang, M., Mohamad Saleh, M. S., & Zolkepli, I. A. (2024). The moderating effect of environmental gamification on the relationship between social media marketing and consumer-brand engagement: A case study of Ant Forest Gen Z users. *Heliyon*, 10(4). <https://doi.org/10.1016/j.heliyon.2024.e25948>
- Isyak, A., Siregar, K., Ginting, R., & Gustia, D. (2020). A systematic literature review of lean six sigma. *IOP Conference Series: Materials Science and Engineering*, 1003(1). <https://doi.org/10.1088/1757-899X/1003/1/012096>

- Istifarah, H., & Rachmawati, I. (n.d.). *Fair Value : Jurnal Ilmiah Akuntansi dan Keuangan Pengaruh pemasaran jejaring media sosial Instagram Digital Amoeba dan keterkaitan konsumen terhadap niat beli konsumen*. 5(4), 2022.
<https://journal.ikopin.ac.id/index.php/fairvalue>
- Juditha Balai Pengembangan SDM dan Penelitian Komunikasi dan Informatika Manado, C. (2020). ANALISIS NETIKET KONTEN YOUTUBE DI MASA PANDEMI COVID-19 NETIQUETTE ANALYSIS OF YOUTUBE CONTENT IN THE COVID-19 PANDEMIC. *Jurnal Penelitian Komunikasi*, 24(1), 45–58.
<https://doi.org/10.20422/jpk.v24i1.738>
- Kurniawan, E. P., & Irwansyah, I. (2021). Analisis Strategi Pemasaran Pada Media Sosial Melalui Iklan Instagram. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(2), 294–307.
<https://doi.org/10.47233/jteksis.v3i2.247>
- Kusuma, A., Darma, D., & Sari, S. R. (2023). Analisis Pemanfaatan Media Sosial Instagram sebagai Media Promosi di Perpustakaan Universitas Bangka Belitung Berdasarkan Engagement Rate, Impression dan Reach. *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi Dan Kearsipan*, 9(2), 105–116.
<https://doi.org/10.14710/lenpust.v9i2.49483>
- Macharia, H., & Cheng, Y. (2019). *How do social media marketing activities influence customer equity and purchase intention: An empirical study of hotel industry based on Y-Generation*.
- Maha Dian, T. (2021). Quality Improvement of Honey Product Using Quality Function Deployment (QFD) Method Peningkatan Kualitas Produk Madu Menggunakan Metode Quality Function Deployment (QFD). *Jurnal Teknologi Dan Manajemen Agroindustri*, 10(3), 260–273.
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9.
<https://doi.org/10.33366/jkn.v2i1.39>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022a). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8).
<https://doi.org/10.1016/j.heliyon.2022.e10145>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022b). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8).
<https://doi.org/10.1016/j.heliyon.2022.e10145>
- Moran, Daniel, Atila Ertas, and Utku Gulbulak. 2021. "A Unique Transdisciplinary Engineering-Based Integrated Approach for the Design of Temporary Refugee Housing Using Kano, HOQ/QFD, TRIZ, AD, ISM and DSM Tools" *Designs* 5, no. 2: 31.
<https://doi.org/10.3390/designs5020031>
- Nabilah, S., Tajidan, T., Efendy, E., & ... (2023). Penerapan Metode Quality Function Deployment (QFD) untuk Meningkatkan Kualitas Produk Olahan Buah di Kecamatan Batukliang Kabupaten Lombok Tengah. ... *Dan Inovasi Iptek*, 5(1), 10–19.

- Noventa, C., Soraya, I., & Muntazah, A. (2023). Pemanfaatan Media Sosial Instagram BuddyKu Sebagai Sarana Informasi Terkini. *JKOMDIS : Jurnal Ilmu Komunikasi Dan Media Sosial*, 3(3), 626–635. <https://doi.org/10.47233/jkomdis.v3i3.1124>
- Nurhayati, E. (2022). Pendekatan Quality Function Deployment (QFD) dalam proses pengembangan desain produk Whiteboard Eraser V2. *Productum: Jurnal Desain Produk (Pengetahuan Dan Perancangan Produk)*, 5(2), 75–82. <https://doi.org/10.24821/productum.v5i2.7118>
- Olanrewaju, F., Chima Uzorh, A., & Nnanna, I. (2019). Lean Six Sigma Methodology and Its Application in the Manufacturing Industry – A Review. *American Journal of Mechanical and Industrial Engineering*, 4(3), 40. <https://doi.org/10.11648/j.ajmie.20190403.11>
- Pandora, V. V., & Djajalaksana, Y. M. (2022). Penerapan Digital Marketing Multichannel untuk Pemasaran Program Studi Sistem Informasi. *Jurnal Teknik Informatika Dan Sistem Informasi*, 8(1). <https://doi.org/10.28932/jutisi.v8i1.4248>
- Penguatan, G., Perguruan, R., Afif, T., Cahya, N., Utari, P., & Debyora Gardiana, M. (n.d.). *Standarisasi Publikasi Luaran dan Pengelolaan Sosial Media Mahasiswa KKN* (Vol. 3, Issue 1).
- Qorib, F., Rinata, A. R., & Fianto, L. (2021). Analisis Customer Engagement pada Akun Instagram @Oksigen_Cafe Menggunakan The Circular Model of Some. *Avant Garde*, 9(2), 183. <https://doi.org/10.36080/ag.v9i2.1464>
- Rania, R., & Diniati, A. (n.d.). ANALISIS STRATEGI HUMAS DISKOMINFO KOTA BOGOR DALAM MENGELOLA MEDIA SOSIAL INSTAGRAM @KOMINFOBOGOR. *Jurnal Pendidikan Sejarah Dan Riset Sosial Humaniora (KAGANGA)*, 6(1). <https://doi.org/10.31539/kaganga.v6i1.4539>
- Rifai, Z., Faqih, H., & Meiliana, D. (2021). Metode SOSTAC Untuk Penyusunan Strategi Digital Marketing pada UMKM Dalam Menghadapi Pandemi dan Pasca Pandemi. *Jurnal Sains Dan Manajemen*, 9(1).
- S, B., & Chandra, B. (2023). The influence of intrinsic and extrinsic motivational factors on e-WOM behaviour: The role of psychological impact during the time of COVID-19 crisis. *Heliyon*, 9(2). <https://doi.org/10.1016/j.heliyon.2023.e13270>
- Sabilah, A. I., & Daonil, D. (2023). Analisis Promosi Penjualan dan Kualitas Pelayanan di CV SAU dengan Metode Quality Function Deployment (QFD). *Blend Sains Jurnal Teknik*, 2(1), 84–93. <https://doi.org/10.56211/blendsains.v2i1.292>
- SARI Rizal Manullang Medinal, D. R. (2019). *ANALISIS INTEGRASI KONSEP SERVQUAL DAN QUALITY FUNTION DEPLOYMENT (QFD) DALAM RANGKA MENINGKATKAN EKSPEKTASI KONSUMEN DAN KUALITAS LAYANAN JASA TRANSPORTASI PT GANESHA JAYA MANDIRI* (Vol. 6, Issue 2). www.stie-ibek.ac.id
- Sastika, W. (2018). EPIC MODEL: PENGUKURAN EFEKTIVITAS IKLAN KULINER MELALUI SOSIAL MEDIA INSTAGRAM @KULINERBANDUNG SEBAGAI MEDIA PROMOSI. *Jurnal Teknologi Informasi Dan Manajemen (JTIM) Edisi 1, 1*.

- Savitri Setyo Utami, L. (n.d.-a). *Analisis Social Media Marketing Scarlett Whitening di Instagram*.
- Savitri Setyo Utami, L. (n.d.-b). *Analisis Social Media Marketing Scarlett Whitening di Instagram*.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41.
- Setyabudi, M. F., Kurniawan, M. D., & Jufriyanto, M. (2022). USULAN PEMASARAN PRODUK GAWANG BAJU MENGGUNAKAN METODE SWOT DAN QFD (Studi Kasus: UKM AVANDI TEKNIK). *JISI: Jurnal Integrasi Sistem Industri*, 9(1), 25. <https://doi.org/10.24853/jisi.9.1.25-35>
- Shafira, Z., & Wulandari, C. (n.d.). *FENOMENA PERGESERAN FUNGSI INSTAGRAM SEBAGAI MEDIA KOMUNIKASI PEMASARAN ONLINE @BROKEBUTCOOL*.
- Sibuea, A. M. E. B., & Kando, L. (2021). *ANALISIS STRATEGI PEMASARAN MELALUI MEDIA SOSIAL DALAM MEMPERTAHANKAN TINGKAT LOYALITAS PELANGGAN PADA TOKO MARMEL FLORIST MEDAN*. 10(1), 76–83.
- Sintya, K., Dewi, S., Praptono, B., & Idawicaksakti, M. D. (n.d.). *PERANCANGAN PERBAIKAN KUALITAS CONTENT MARKETING DENGAN PENDEKATAN QUALITY FUNCTION DEPLOYMENT (QFD) PADA UMKM SINTYA21 PROJECT*. <https://doi.org/10.37971/radial.v11i1.394>
- Sitha Ananda Laura Pratiwi, K., Luh Putu Agustini Karta, N., Wayan Sovya Ramanita, N., Putu Nanda Aprilia, N., Kusumo Wardani, R., Triatma Mulya, U., & Artikel, R. (2023). Penerapan Digital Marketing sebagai Media Pemasaran Global Guna Meningkatkan Penjualan Kain Tenun Gringsing Desa Tenganan Pegringsingan Bali (Application of Digital Marketing as a Global Marketing Media to Increase Sales of Gringsing Woven Cloth in Tenganan Pegringsingan Village, Bali). *Jurnal Bisnis Dan Pemasaran Digital*, 2(2), 105–113. <https://doi.org/10.35912/JBPD.v2i2.2566>
- Situmorang, W., & Hayati, R. (2023). Media Sosial Instagram Sebagai Bentuk Validasi Dan Representasi Diri. *Jurnal Sosiologi Nusantara*, 9(1), 111–118. <https://doi.org/10.33369/jsn.9.1.111-118>
- Soediantono, D., & Staf dan Komando TNI Angkatan Laut, S. (2022). Literature Review of Lean Six Sigma (LSS) Implementation and Recommendations for Implementation in the Defense Industries. In *Journal of Industrial Engineering & Management Research* (Vol. 3, Issue 2). <http://www.jiemar.org>
- Tania, C., Benita Laksono Program Pascasarjana Ilmu Komunikasi, V., Komunikasi dan Bisnis LSPR, I., Mas Mansyur NoKav, J. K., Tengsin, K., & Tanah Abang, K. (n.d.). Strategi Pesan Persuasif di Media Sosial Instagram @somethincofficial. In *JUNI* (Vol. 10, Issue 01). www.somethinc.com,

- Taufiq, A., Shah, B. C., Pradana, A., & Rizqi, M. (n.d.). *Strategi Komunikasi Pemasaran Aiola Food Caravan Dalam Membangun Customer Engagement Melalui Akun Instagram 1*.
- Timans, W., Antony, J., Ahaus, K., & Van Solingen, R. (2012). Implementation of Lean Six Sigma in small- and medium-sized manufacturing enterprises in the Netherlands. *Journal of the Operational Research Society*, 63(3), 339–353. <https://doi.org/10.1057/jors.2011.47>
- Utilising a Modern Quality Function Deployment Process in Ship Modularisation*. (n.d.). www.aalto.fi
- Veranita, M., Pemasaran, P., Almamalik, L., & Ikhsan Politeknik Piksi Ganesha, S. (n.d.). *Coopetition : Jurnal Ilmiah Manajemen Pemanfaatan Pemasaran Melalui Media Sosial oleh UMKM Di Era Pandemi (Studi Kasus pada Usaha Mikro, Kecil, Dan Menengah di Kabupaten Bandung)*.
- Widyaputri, N., Suwu, E. A. A., & Tumiwa, J. (2022). Analisis pemanfaatan Aplikasi Instagram dalam pemasaran bisnis online shop di Kota Manado. *Journal Ilmiah Society*, 2(2), 1–9.
- Yunita, D., Claudia, H., Politeknik, N., & Medan, P. (n.d.). Strategi Pemasaran Digital Dalam Pengembangan Prima Wisata Edukasi Desa Wisata Selemak Kabupaten Deli Serdang. *Februari 2024*, 3(1). <https://doi.org/10.55701/mandalika>
- Yusuf, F., Rahman, H., Rahmi, S., & Lismayani, A. (2023). Pemanfaatan Media Sosial Sebagai Sarana Komunikasi, Informasi, Dan Dokumentasi: Pendidikan Di Majelis Taklim Annur Sejahtera. *JHP2M: Jurnal Hasil-Hasil Pengabdian Dan Pemberdayaan Masyarakat*, 2, 1–8.
- Yusuf, F., Rahman, H., Rahmi, S., Lismayani, A., & Guru Sekolah Dasar Universitas Negeri Makassar, P. (n.d.). *JHP2M: Jurnal Hasil-Hasil Pengabdian dan Pemberdayaan Masyarakat PEMANFAATAN MEDIA SOSIAL SEBAGAI SARANA KOMUNIKASI, INFORMASI, DAN DOKUMENTASI: PENDIDIKAN DI MAJELIS TAKLIM ANNUR SEJAHTERA*. <https://journal.unm.ac.id/index.php/JHP2M>
- Yusuf, M. (n.d.). *PENERAPAN METODE LEAN SIX SIGMA DALAM MENINGKATKAN EFISIENSI PERKANTORAN PENDIDIKAN ISLAM* (Vol. 1). <https://ejournal.stai-mas.ac.id/index.php/mpi>
- Zahid Abid, M., & Asnawi, N. (n.d.). *Evaluate the Quality of Instagram Social Media Content Using the AIDA Marketing Method (Study Case : Amor Coffee)*.
- Zuniananta, L. E. (n.d.). *PENGGUNAAN MEDIA SOSIAL SEBAGAI MEDIA KOMUNIKASI INFORMASI DI PERPUSTAKAAN*.
- Zuniananta, L. E. (2021). Penggunaan Media Sosial sebagai Media Komunikasi Informasi Di Perpustakaan. *Jurnal Ilmu Perpustakaan*, 10(4), 37–42.