

REFERENCES

- Akbar, A. (2021). *factor influencing the usage of instagram*.
- Akhmedov, R. (2017). Strategies of SMM Management, Comparison of Instagram and Facebook Social Networks. *Nile Journal of Business and Economics*, 3(5), 51. <https://doi.org/10.20321/nilejbe.v3i5.90>
- Anjarsari, I., & Ariyanti, M. (2015). Analysis Factors Affecting Instagram Adoption by Online Shoppers in Bandung City. *International Journal of Science and Research*, 6, 2319–7064. <https://doi.org/10.21275/10081701>
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology and Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Barger, V., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268–287. <https://doi.org/10.1108/JRIM-06-2016-0065>
- Caley, M. J., O’Leary, R. A., Fisher, R., Low-Choy, S., Johnson, S., & Mengersen, K. (2014). What is an expert? A systems perspective on expertise. *Ecology and Evolution*, 4(3), 231–242. <https://doi.org/10.1002/ece3.926>
- Chadwick, F. C., & Chafeey, D. (2016). *Digital Marketing Strategy, Implementation, and Practice* (6th ed). United Kingdom Pearson Education Limited.
- Chaffey, D. (2023, November 3). *The Content Marketing Matrix*.
- Chaffey, D. (2024). *Introducing The RACE Growth System and RACE Planning Framework: practical tools to improve your digital marketing*. <https://www.smartinsights.com/digital-marketing-strategy/race-a-practical-framework-to-improve-your-digital-marketing/>
- Chaffey, D., & Smith, P. R. (2018). *Digital marketing*. Pearson Education.
- Chaffey, D., & Smith, P. R. (2022). *Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing*.
- Chatterjee, S., & Kumar Kar, A. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53. <https://doi.org/10.1016/j.ijinfomgt.2020.102103>
- Clow, K. E., & Baack, D. (2018). *integrated Advertising, Promotion, and Marketing Communications* (8th ed). Pearson Education Limited.

- Coffman, K., Putman, P., Adkisson, A., Kriner, B., & Monaghan, C. (2016). Waiting for the Expert to Arrive: Using a Community of Practice to Develop the Scholarly Identity of Doctoral Students. *International Journal of Teaching and Learning in Higher Education*, 28(1), 30–37. <http://www.isetl.org/ijtlhe/>
- Decker, A. (2023). *How to Create a Great Social Media Strategy Plan in 2023*. <https://Blog.Hubspot.Com/Marketing/Social-Media-Strategy-forYour-Bu-siness>.
- Djafarova, E., & Bowes, T. (2021). ‘Instagram made Me buy it’: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Emerson, R. M., Fretz, R. I., & Shaw, L. L. (2011). *Writing ethnographic fieldnotes*. books.google.com. <https://books.google.com/books?hl=en&lr=&id=k83BlbBHubAC&oi=fnd&pg=PR7&dq=%22robert+m+emerson%22&ots=ePXykpmJRr&sig=mJIOCBBuy4tIJdCyMvIXdplr4GA>
- Erwin, C. M., McEvoy, C. T., Moore, S. E., Prior, L., Lawton, J., & ... (2018). A qualitative analysis exploring preferred methods of peer support to encourage adherence to a Mediterranean diet in a Northern European population at high *BMC Public Health*. <https://doi.org/10.1186/s12889-018-5078-5>
- Fakhreldin, H., & Miniesy, R. (n.d.). *Social Media Use and its impact on Egyptian MSMEs' Growth*.
- Fakhreldin, H., & Miniesy, R. (2023). *Social Media Use and its impact on Egyptian MSMEs' Growth*.
- Gaffar, V., Hendrayati, H., Harish, M., & Ifandha, F. (2016). *Comparative Analysis of Facebook and Instagram as Web Promotion Tools*. <https://id.techinasia.com/laporan-pengguna->
- Gani, A. G. (n.d.). *PENGENALAN TEKNOLOGI INTERNET SERTA DAMPAKNYA*.
- Haydon, J. (2014). *Using POST to create a social media strategy*. . <https://Www.Socialbrite.Org/2014/05/27/Post-Method-for-CreatingSocial-Media-Strat>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2018). *Metode Penelitian Kualitatif : Manajemen dan Bisnis Konvergensi Teknologi Informasi dan Komunikasi*. Refika Aditama.
- Indrawati, & Ahmad, F. F. F. T. (2021). *Analysis of MSMEs Instagram Ads Promotions in Indonesia: A Study in Katma, Native, Brader MKR, and Cathcy MSMEs: Vol. (Vol.11, issue 2)*.

- Indriyani, F., & Ardiansyah, I. (2022). *Analisis Strategi Pemasaran Media Sosial Galunggung Farm Menggunakan Metode Prace*. *Forum Agribisnis*.
- Instagram. (2023a). *About Instagram*. <https://About.Instagram.Com>.
- Instagram. (2023b). *Instagram Business*. <https://Business.Instagram.Com/>.
- Jang, J. Y., Han, K., Shih, P. C., & Lee, D. (2015). Generation like: Comparative characteristics in instagram. *Conference on Human Factors in Computing Systems - Proceedings, 2015-April*, 4039–4042. <https://doi.org/10.1145/2702123.2702555>
- Jennings, R. (2007). *The POST Method: Lessons On How To Share Your Brand*.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kawulich, B. B. (2005). *Participant observation as a data collection method*. *Forum qualitative sozialforschung/forum: Qualitative social research*.
- Khoirina, M. M., & Sisprasodjo, N. R. (2018). Media Social-Instagram Usage And Performance Benefit (Case Study On Housewives Online Seller In Indonesia). *International Journal of Entrepreneurship and Business Development*, 2. <http://www.apjii.com>,
- Kim, K., Chung, T. L. (Doreen), & Fiore, A. M. (2023). *The role of interactivity from Instagram advertisements in shaping young female fashion consumers' perceived value and behavioral intentions*. <https://doi.org/10.1016/j.jretconser.2022.103159>
- Kotler, P. , & Armstrong, G. (2012). *prinsip-prinsip pemasaran* (13th ed).
- Kotler, P. T., & Armstrong, G. (2017). *Principles of Marketing*. Harlow: Pearson.
- Kotler, P. T., & Keller, K. L. . (2016). *Marketing Management*. Harlow: Pearson.
- Le Thi Kim, N., Duvernay, D., & Le Thanh, H. (2021). Determinants of financial performance of listed firms manufacturing food products in Vietnam: regression analysis and Blinder–Oaxaca decomposition analysis. *Journal of Economics and Development*, 23(3), 267–283. <https://doi.org/10.1108/jed-09-2020-0130>
- Lee, J. E., Hur, S., & Watkins, B. (2018). Visual communication of luxury fashion brands on social media: effects of visual complexity and brand familiarity. *Journal of Brand Management*, 25(5), 449–462. <https://doi.org/10.1057/s41262-018-0092-6>
- Malinda, O., Dewi, G., & Gamayuni, R. R. (2019). *The Effect of Incentives and Non-Financial Performance on Managerial Performance*. <https://doi.org/10.21632/irjbs>

- Martin, T. G., Burgman, M. A., Fidler, F., Kuhnert, P. M., Low-Choy, S., McBride, M., & Mengersen, K. (2012). Eliciting Expert Knowledge in Conservation Science. In *Conservation Biology* (Vol. 26, Issue 1, pp. 29–38).
<https://doi.org/10.1111/j.1523-1739.2011.01806.x>
- Masrianto, A., Hartoyo, H., Hubeis, A. V. S., & Hasanah, N. (2022). Digital Marketing Utilization Index for Evaluating and Improving Company Digital Marketing Capability. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3). <https://doi.org/10.3390/joitmc8030153>
- Moleong, L. J. (2017). Qualitative research methodology (Revised ed.). *Bandung: PT. Rosdakarya Youth*.
- Mutia Basri, Y. (2015). PENGUKURAN KINERJA NON FINANSIAL DALAM MENINGKATKAN KINERJA FINANSIAL : STUDY LITERATUR. *Jurnal Akuntansi*, 3(2), 114–126.
- Panca Wibowo, E. (n.d.). *International Journal of Social Science and Human Research The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions through Consumer Affective Response*.
<https://doi.org/10.47191/ijsshr/v7-i02-51>
- Patton, M. Q. (2002). *Copyright G 2002 by Sage Publications, Inc. All rights reserved. No part of this book may be reproduced or utilized in any form or by any means ... ereserve.library.utah.edu*.
<http://ereserve.library.utah.edu/Annual/SOC/6963/Goodsell/patton.pdf>
- Refki Novesar, M., Zulkarnain, E. H. , & Rufaidah, P. (2017). *BUSINESS PERFORMANCE ANALYSIS OF PT MAS MURNI INDONESIA, TBK : CASE STUDY USING FUNCTIONAL BUSINESS ANALYSIS*.
- Refmasari, V. A., & Supriyono, R. A. (2019). Effect of Non-Financial Performance towards Financial Performance Moderated by Information Disclosure. *Journal of Economics, Business & Accountancy Ventura*, 22(2).
<https://doi.org/10.14414/jebav.v22i2.1694>
- Riskita, A. (2022, September). *Content Marketing Matrix, Format Konten untuk Bisnismu*. . <https://beritausaha.com/bisnis-ecommerce/marketing-matrix/>
- Romano, A. (2023). IMPACT OF SOCIAL MEDIA MARKETING ON FASHION INDUSTRY IN ITALY. In *International Journal of Fashion and Design* (Vol. 2, Issue 1). www.iprjb.org
- Saura, J. R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Journal of Innovation and Knowledge*, 6(2), 92–102.
<https://doi.org/10.1016/j.jik.2020.08.001>

- Schaffner, A. (2019). *Social Media Marketing Workbook 2019: How to Leverage The Power of Facebook Advertising, Instagram Marketing, YouTube and SEO To Explode Your Business and Personal Brand*.
- Schiffman, L. G. , & Wisenblit, J. (2019). *Consumer Behavior* (12th ed). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Metode Penelitian untuk Bisnis: Pendekatan Membangun Keterampilan: Vol. 7th ed*.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis,: Vol. 6th ed*.
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53, 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shuai, J. J., & Wu, W. W. (2011). Evaluating the influence of E-marketing on hotel performance by DEA and grey entropy. *Expert Systems with Applications*, 38(7), 8763–8769. <https://doi.org/10.1016/j.eswa.2011.01.086>
- Silalahi, U., & Atif, N. F. (2015). Quantitative social research methods. *Bandung: PT. Refika Aditama*.
- Tazeen, F., & Mullick, N. H. (2023). The Impact of Social Media Platforms 'Facebook and Instagram' in Influencing Purchasing Behaviour of Green Products. *Vision*. <https://doi.org/10.1177/09722629221133960>
- Ural, T., & Yuksel, D. (2015). Licensed under Creative Common THE MEDIATING ROLES OF PERCEIVED CUSTOMER EQUITY DRIVERS BETWEEN SOCIAL MEDIA MARKETING ACTIVITIES AND PURCHASE INTENTION A STUDY ON TURKISH CULTURE. In *International Journal of Economics, Commerce and Management United Kingdom: Vol. III*. <http://ijecm.co.uk/>
- van der Bend, D. L. M., Jakstas, T., van Kleef, E., Shrewsbury, V. A., & Bucher, T. (2022). Making sense of adolescent-targeted social media food marketing: A qualitative study of expert views on key definitions, priorities and challenges. *Appetite*, 168. <https://doi.org/10.1016/j.appet.2021.105691>
- Van der Kooi, K. (2015). *POST method*. <https://www.Toolshero.Com/SocialMedia/Post-Method/>
- Vijay Durga Prasad, V., & Praveen, S. (2019). The implications of social media marketing on fashion brand purchase. *International Journal of Recent Technology and Engineering*, 8(2 Special issue 3), 1140–1144. <https://doi.org/10.35940/ijrte.B1211.0782S319>
- Warouw, S. N., & Tielung, M. V. J. (2016). A QUALITATIVE STUDY OF CONSUMER BUYING BEHAVIOR IN RURAL AREA ON DURABLE

GOODS AT KANEYAN VILLAGE SOUTH MINAHASA STUDI KUALITATIF TENTANG PERILAKU PEMBELIAN KONSUMEN DI PEDESAAN TERHADAP BARANG-BARANG TAHAN LAMA DI DESA KANEYAN MINAHASA SELATAN. A *Qualitative Study... Jurnal EMBA*, 343(2), 343–352.

Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>