

DAFTAR PUSTAKA

- Aaker, D. A. (2018). *Strategic Market Management*. John Wiley & Sons.
- Aditya, M., Sundari, S., & Pakpahan, M. (2024). Pengaruh Key Performance Index Terhadap Motivasi dan Kinerja Karyawan. *MASMAN Master Manajemen*, 2(1), 147–155.
- Anand, G., & Kodali, R. (2008). Benchmarking the Benchmarking Models. *Benchmarking: An International Journal*, 15(3), 257–291. <https://doi.org/10.1108/14635770810876593>
- Anh, D. B. H., Tien, N. H., & Anh, D. B. H. (2021). Using Hoffer Matrix in Strategic Business Analysis for Nguyen Hoang Group in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*, 2(4), 61–66.
- Armstrong, M., & Taylor, S. (2020). *Human Resource Management Practice* (6th ed.). Kogan Page.
- Atmoko, B. D. (2012). *Instagram Handbook*. Erlangga.
- Badan Pusat Statistik. (2024). *Rata-Rata Pengeluaran per Kapita Sebulan Untuk Makanan dan Bukan Makanan di Daerah Perkotaan dan Perdesaan Menurut Provinsi (rupiah)*. <https://www.bps.go.id/id/statistics-table/1/OTQ1IzE=/rata-rata-pengeluaran-per-kapita-sebulan-untuk-makanan-dan-bukan-makanan-di-daerah-perkotaan-dan-perdesaan-menurut-provinsi-rupiah---2011-2024.html>
- Belch, G., & Belch, M. (2021). *Advertising and Promotion. An Integrated Marketing Communication Perspective*. McGraw-Hill Education.
- Calof, J. L., & Dishman, P. (2002). *The intelligence process: front-end to strategic planning*.
- Calof, J. L., & Wright, S. (2008). Competitive Intelligence: A Practitioner, Academic and Inter-Disciplinary Perspective. *European Journal of Marketing*, 42(7/8), 717–730.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson.
- 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.
- Danial, E., & Wasriah, N. (2009). *Metode Penulisan Karya Ilmiah*. Laboraturium Pendidikan Kewarganegaraan.
- David, F. (2011). *Strategic Management: Manajemen Strategi Konsep* (12th ed.).

Salemba Empat.

- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing Through Instagram Influencers: The Impact of Number of Followers and Product Divergence on *Brand Attitude*. *International Journal of Advertising*, 36(5), 798–828.
- Delafrouz, N., Rahmati, Y., & Abdi, M. (2019). The Influence of Electronic Word of Mouth on Instagram Users: An Emphasis on Consumer Socialization Framework. *Cogent Business & Management*, 6(1), 1606973.
- Di Lauro, S., Tursunbayeva, A., & Antonelli, G. (2019). How Nonprofit Organizations Use Social Media for Fundraising: A Systematic Literature Review. *International Journal of Business and Management*, 14(7).
- Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons.
- Ellora, D. (2019). *Mengenal Berbagai Jenis Influencer di Media Sosial*. <https://www.beautyjournal.id/article/mengenal-influencer-media-sosial>
- Fleisher, C. S., & Bensoussan, B. E. (2015). *Business and Competitive Analysis: Effective Application of New and Classic Methods*. FT Press.
- Grewal, D., Roggeveen, A. L., Sisodia, R., & Nordfält, J. (2017). Enhancing Customer Engagement Through Consciousness. *Journal of Retailing*, 93(1), 55–64.
- Guerrero, K. J. (2023). *An Analysis of TikTok's Digital Marketing Capabilities and Its Effectiveness for Brands and Businesses Across Different Industries*. Lindenwood University.
- Gunawan, R., Malfiany, R., & Pane, H. Y. (2021). Penerapan Digital Marketing sebagai Strategi Pemasaran UKM Rempeyek Nok Uus dengan Video Cinematic Didukung Motion Grafis. *Pixel: Jurnal Ilmiah Komputer Grafis*, 14(1), 25–36.
- Hajiagha, S. H. R., & Akrami, H. (2012). A Multi-Objective Programming Approach to Solve Grey Linear Programming. *Grey Systems: Theory and Application*, 2(2), 259–271.
- Harisudin, M. (2011). Competitive Profile Matrix sebagai Alat Analisis Strategi Pemasaran Produk atau Jasa. *SEPA: Jurnal Sosial Ekonomi Pertanian Dan Agribisnis*, 7(2).
- Hiam, A., & Schewe, C. D. (1994). *MBA Marketing: Les Concepts*. Maxima.
- Hudák, M., Madleňák, R., & Brezániová, V. (2021). The Impact of Advertisement on Consumer's Perception. *CBU International Conference Proceedings*, 5, 187–191.

- Iryna, I. (2019). Benchmarking and Effective Strategic Communications: Ways to Implement in Public Administration. *Vuzf Review*, 4(4), 45.
- Ishizaka, A., & Nemery, P. (2013). *Multi-Criteria Decision Analysis: Methods and Software*. John Wiley & Sons.
- Janiah, S. (2019). Strategic Management EFE-IFE Matrix, SWOT Analysis, Competitive Profile Matrix (CPM) dan BCG Matrix pada PT Yamaha. *Jurnal Ekonomi Manajemen Sistem Informasi*, 1(2), 188–196.
- 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.
- Köseoglu, M. A., Chan, E., Okumus, F., & Altin, M. (2018). How Do Hotels Operationalize Competitive Intelligence into Their Processes? Proposing a Holistic Model. *International Journal of Hospitality Management*, 83. <https://doi.org/10.1016/j.ijhm.2018.11.007>
- Kotler, P. (2003). *Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know*. John Wiley & Sons.
- Kotler, P. (2016). *Marketing for Competitiveness*. Bentang Pustaka.
- Kotler, P., Kartajaya, H., Setiawan, I., & Vandercammen, M. (2022). *Marketing 5.0*. De Boeck Supérieur.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2022). Branding in B2B Firms. In *Handbook of Business-to-Business marketing* (pp. 205–224). Edward Elgar Publishing.
- Mansor, S., Ahmad, R., Abdullah, J., & Gai, A. M. (2023). Role of University Campus in Driving Sustainability in Southeast Asia: A Systematic Content Analysis. *Asian Journal of Environment-Behaviour Studies*, 8(26), 19–36.
- Oliveira, Z., Teixeira, S., Teixeira, S., & Souza, E. (2024). *Using Influencer Marketing as a Digital Business Strategy*. IGI Global.
- Pamungkas, D. P. (2016). Analisis Competitive Force dan Competitive Strategy Sistem Informasi Kuliner di Indonesia (Studi Kasus: Kulina.id). *Elinvo (Electronics, Informatics, and Vocational Education)*, 1(2), 118–127.
- Pamungkas, D. R., Amani, H., & Kusmayanti, I. N. (2019). Perancangan Program Komunikasi Pemasaran UMKM Pikyeum Menggunakan Metode Benchmarking. *EProceedings of Engineering*, 6(2).
- Park, C.-I., & Namkung, Y. (2022). The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. *Sustainability*, 14(3),

1657.

- 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.
- Patel, N. (2020). *What Is Digital Marketing?* <https://neilpatel.com/digital-marketing/>
- Paulus, M., & Devie. (2013). Analisa Pengaruh Penggunaan Benchmarking Terhadap Keunikan Bersaing dan Kinerja Perusahaan. *Business Accounting Review*, 1(2), 39–49. <https://www.neliti.com/id/publications/184401/analisa-pengaruh-penggunaan-balanced-scorecard-terhadap-keunikan-bersaing-dan>
- Pranata, H., Yanto, Y., & Risdiyanto, B. (2021). Public Relations Strategy in Running Partnership Program in PT. Plantation Nusantara VII Unit Padang Pelawi. *Jurnal ISO: Jurnal Ilmu Sosial, Politik Dan Humaniora*, 1(2), 44–49.
- Putra, P., & Andriansyah, Y. (2021). *Perencanaan Bisnis dan Cara Mudah Menyusun Business Plan*. UMSU Press. https://books.google.co.id/books?id=_Ht4EAAAQBAJ
- 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.
- 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.
- Rahman, S. M. M. (2013). Evaluating and Benchmarking the Interactions Between a Humanoid Robot and a Virtual Human for a Real-World Social Task. *Advances in Information Technology: 6th International Conference, IAIT 2013, Bangkok, Thailand, December 12-13, 2013. Proceedings 6*, 184–197.
- Ramadhani, N. L., & Isnawati, S. I. (2022). Efektivitas Influencer dalam Meningkatkan Brand Equity Produk Fashion Hijab di Instagram Butik Jenneira Scarf Semarang. *TEKNOBUGA: Jurnal Teknologi Busana Dan Boga*, 10(2), 159–167.
- Rangkuti, F. (2015). *Analisis Swot*. Gramedia Pustaka Utama.
- Remiasa, M., & Sugiharto, T. (2018). *Posisi Strategi Bersaing Bisnis Pembenihan Udang Vaname dengan Pendekatan Competitive Profil Matrix (Studi pada PT. Semar Emas Situbondo, Jawa Timur)*. Petra Christian University.
- Saaty, T. L. (2008). Decision Making with the Analytic Hierarchy Process.

- Sharma, B., & Gadenne, D. (2011). Balanced Scorecard Implementation in a Lokal Government Authority: Issues and Challenges. *Australian Journal of Public Administration*, 70(2), 167–184.
- Silayoi, P., & Speece, M. (2007). The Importance of Packaging Attributes: A Conjoint Analysis Approach. *European Journal of Marketing*, 41(11/12), 1495–1517.
- Slice. (2024). [Edisi 2024] *Tren Pengguna Media sosial dan Digital Marketing Indonesia*. Slice.Id. <https://www.slice.id/blog/tren-pengguna-media-sosial-dan-digital-marketing-indonesia-2024>
- Stapenhurst, T. (2009). *The Benchmarking Book*. Routledge.
- Sudha, M., & Sheena, K. (2017). Impact of Influencers in Consumer Decision Process: The Fashion Industry. *SCMS Journal of Indian Management*, 14(3), 14–30.
- Suryawati, B. N., Kusmayadi, I., Wardani, L., Sarmo, S., & Putra, I. N. N. A. (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., Purba, J. T., & Munthe, A. P. (2020). Benefit of Benchmarking Methods in Several Industries: A Systematic Literature Review. *Systematic Reviews in Pharmacy*, 11(8).
- Tsai, W.-H., & Chou, W.-C. (2009). Selecting Management Systems for Sustainable Development in SMEs: A Novel Hybrid Model Based on DEMATEL, ANP, and ZOGP. *Expert Systems with Applications*, 36(2), 1444–1458.
- Tuten, T. L., & Solomon, M. R. (2018). *Social Media Marketing*. Pearson.
- Valentini, C., Romenti, S., Murtarelli, G., & Pizzetti, M. (2018). Digital Visual Engagement: Influencing Purchase Intentions on Instagram. *Journal of Communication Management*, 22(4), 362–381.
- Wibowo, B. A. A., & Islami, M. C. P. A. (2025). Optimizing Organic Digital Marketing Strategy for Social Media Instagram Arirang with the Engagement Rate and Followers Growth Method: Optimalisasi Strategi Pemasaran Digital Organik terhadap Sosial Media Instagram Arirang dengan Metode Engagement Rate dan Followers Growth. *JATI EMAS (Jurnal Aplikasi Teknik Dan Pengabdian Masyarakat)*, 9(1), 183–188.
- Widiatama, Y., Hamid, A. A., & Matrono, M. (2018). *Business Environmental Analysis with Competitive Profile Matrix Method on Market Optimization in*

- Real Estate Company (A Case Study at Tangerang Selatan Area). *International Journal of Economics and Financial Issues*, 8(4), 222.
- Williams, P., McDonald, P., & Mayes, R. (2023). Recruitment in the Gig Economy: Attraction and Selection on Digital *Platforms*. In *Technologically Mediated Human Resource Management* (pp. 142–168). Routledge.
- Yatnikaputri, F. F., & Roostika, R. (2023). Penerapan Bauran Pemasaran sebagai Bagian dari Competitive Intelligence PT Telkom Indonesia Regional III. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 2(2), 110–119.
- Zhao, X., & Wong, C.-W. (2024). *TikTok Engagement Traces Over Time and Health Risky Behaviors: Combining Data Linkage and Computational Methods*. <https://doi.org/10.48550/arXiv.2406.15991>