



## Advertising in Instagram Social Media

Melva Silvira<sup>1</sup>, Riswanto<sup>2</sup>

<sup>1</sup> Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

<sup>2</sup> Ilmu Komunikasi Univeristas Muhammadiyah Bengkulu

**Corresponding Author:** Melva Silvira E-mail: [melvasilvira@gmail.com](mailto:melvasilvira@gmail.com)

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**ABSTRACT**

Advertising is currently facing significant difficulties, whether people know the effect of the number of advertisements on advertising saturation. The public is presented with communication tools by the new era media. Anyone involved in advertising should be aware of this situation because the evolution of advertising is parallel to the new media movement. As a result, the expectations of the target market segment will be better met. A profession associated with a new style of advertising, driven by the appearance and popularity of social media, has responded to the challenges of today's new advertising style. utilizing social media as a new choice in communication strategies, such as Instagram social media which is a forum or place for building relationships, communicating with anyone and anywhere, showing pictures or short videos, expressing expressions using the available comments column, the function of Instagram social media is also a social media that builds a good image or picture in the process of marketing products or services offered by entrepreneurs or business people.

**Keyword:** Advertising, Social Media, Instagram

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## INTRODUCTION

Advertising is currently one thing that we cannot avoid in our lives. Advertising itself is an activity that cannot be avoided by anyone who wants to offer something, whether goods or services. Even if you look closely, everyone in their life is an advertising person. Why? Because what we show every day to other people will make people recognize us and decide whether or not they are interested in being close to us. In other words, if our appearance is our selling point, then other people's interest in us is our goal. Likewise with advertisements, which are displayed in such a way that they attract the attention of other people and are able to make other people follow the message displayed in the advertisement.

The current development of economic activities has caused many new products and services to emerge. On the one hand, consumers will be happy with the increasing variety of consumer products to meet their needs, but on the other hand, consumers will certainly become increasingly confused about choosing the products they want to consume. At a time when consumers are confused, producers are competing to win consumers' attention by informing and offering their products in order to become winners in the competitive market. This is where advertising comes in to win the competition.

Advertising is a form of product or service information from producers to consumers as well as conveying messages from sponsors through media. "Advertising is an advanced communication process that brings audiences to the most important information they need to know. Frank Jefkins' statement above places advertising as a form of message conveyed by producers to the public as their potential consumers. With advertising, the audience is expected to be able to obtain as much information as possible about the product or service being advertised. Advertising is closely related to industry and the economy. Advertising will boost the level of sales of a product or service, which will keep the industry of the product or service ongoing and will generally influence the economic level in that country. This is what makes advertising more or less one of the driving factors of the economy. "Advertising is the most persuasive sales messages directed at the most potential buyers of certain goods or services at the lowest possible cost (Lukitaningsih, 2013).

Effective Advertising as a Marketing Communication Strategy (Ambar Lukitaningsih)<sup>117</sup> facing the dominance of competitors in the fight for consumers. Advertising is one of the tools in the promotion mix which consists of five tools (Kot-ler, 2000). Apart from advertising, there are also sales promotions, personal selling, public relations, and direct marketing. However, advertising is the most widely used, especially for consumer products. Even though it does not directly impact purchases, advertising is a means of helping effective marketing to establish communication between companies and consumers in their efforts to face competitors.

The population of Indonesia is 256.4 million people, of which 130 million people or around 49 percent are active social media users (Lufthi Anggraeni, 2018). The types of social media known to the public are very diverse. According to research results by 'We Are Social', among the many types of social media, the social media that Indonesians are currently interested in include YouTube, Facebook, Instagram and Twitter. Based on information published in Wartakota, Indonesia is the largest Instagram user community in Asia Pacific with the number of active users reaching 45 million people out of total global users of 700 million people.

Currently, Instagram is not only used as a means of satisfying entertainment needs, apart from being a social media that is in great demand, Instagram is also a social media that has great opportunities in business activities. Facebook Indonesia Country Director, Sri Widowati said that 80% of Instagram users follow at least one business account. Based on survey data from the

Creative Economy Agency (Bekraf) and the Central Agency. According to statistics (BPS), the creative economy sector contributed 7.38% to the national economy in 2016 and the fashion sector contributed 18.15%.

It can be concluded that social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds (Nasrullah, 2015: 11).

The development of the internet has changed the way of doing business, including the retail business where the business model is utilizing digital services in the transaction process known as e-commerce. This research aims to examine how online marketing works for implementing online advertising and realizing consumer buying interest. This research also uses a descriptive survey method using a verification approach.

There are several relevant studies regarding the importance of advertising, First research the population in this research is Lazada consumers in the city of Bandung, with a sample as many as 96 customers. The findings show that the implementation of online advertising has a direct impact on purchasing interest on the Lazada site (Shiratina et al., 2020)

The second study is related this study aims to measure online advertising and tokopedia.com service quality on brand image. The population of this study is the people of Padang city who have done shopping at the online store tokopedia.com. Sampling of this study using accidental sampling technique. The number of respondents in this study were 100 respondents. The data collection technique of this study was to use a questionnaire with data analysis, namely using multiple regression analysis. The results of this study indicate tocopedia.com online advertising, a positive and significant effect on brand image and tokopedia.com service quality has a positive and significant impact on brand image (Rizbi, 2019).

Athird study is related the rapid development of information technology, including the internet, has had a great impact in various aspects, including the development of the business and marketing world. The business sector is the sector that is most rapidly affected by the development of information technology and telecommunications. High human mobility requires the business world to be able to provide services and goods quickly according to consumer demand. To overcome this problem, transactions are now emerging that use the internet to connect producers and consumers. Online shopping or online shopping via the internet is a process of purchasing goods or services from a seller who makes the selling process via the internet. This study aims to determine the effect of online advertising, product quality and electronic word of mouth on buying interest. The analytical method used is multiple linear regression. The results of the hypothesis test found that simultaneously Online Advertising, Product Quality and E-WOM had an effect on Buying Interest, but partially online advertising had no effect on Buying Interest. For Bag Store Manado, in order to maintain and improve the existing E-WOM and Product Quality factors, and it is necessary to pay more attention to the Online Advertising that is applied so that it can help improve Purchase Intentions (Giovanni Nyio et al., 2022).

Fourth research advertising is currently getting a huge challenge. the number of ads , it is realized or not, effects on saturation of advertising. New era media presents new communications media to the community. This condition should be recognized by anyone working in the advertising, because the development of advertising is in line with a new media movement, so the expectansy of the intended market segment will be achieved better. Today, the challenge of a new style of advertising has been answered by the professions related to a new advertising which is driven by the appearance and the popularity of the new social media. One of the new profession known by and used in advertising is a Buzzer. The principle work of Buzzer is similar to WOM (Word Of Mouth). However, it should also be remembered that the selection of buzzer is also important, so that the purpose of advertising can be achieved (Errika Dwi Setya Watie, 2012).

Subsequent relevant research on the purpose of PkM for SMEs is to advise online stores so that consumers can have more confidence because online business operations (e-commerce) in Indonesia have a bright future. Online shopping activity has increased significantly in recent

years. A marketplace is an intermediary between sellers and buyers in cyberspace. A marketplace website acts as a third party in online transactions by providing a place to sell and payment options. On the other hand, online stores do not need a middleman. Sellers sell their products directly to buyers on independent platforms. So there is no middle ground at all. Selling through an online store requires more independence. Before the COVID19 pandemic, SMEs in Indonesia faced two major problems that needed to be addressed simultaneously, namely limited working capital and ineffective advertising. With the Covid-19 pandemic, the challenges faced by SMEs require more attention from all parties. A survey was conducted by the Consultative Group around Palmerah Village, where there are MSME entrepreneurs, by the Insan Palma Sejahtera Foundation. The way to present material to SME entrepreneurs is to discuss it through the Zoom meeting function. To enhance the experience of SME entrepreneurs, digital advertising marketing training is conducted by creating more attractive digital advertisements. This is 138 *Jurnal Abdikaryasakti* Vol. 2 No. 2 Oktober 2022 necessary to further improve the business development of these SME entrepreneurs, especially in the context of the COVID-19 pandemic. The following group provides training on human capital strategies for online decision-making so that these entrepreneurs can easily perform the decision-making process even when they are online (Kurniawati et al., 2022).

## **RESEARCH METHODOLOGY**

To achieve the objectives of this research, researchers used literature study methods to answer the phenomena described in this journal. Researchers collected data using this literature study method by searching for literature relevant to advertising on Instagram social media. The aim of using this method is to provide a comprehensive overview of previous research on specifically relevant topics. Researchers collect data and obtain it from various books and journals that are considered relevant to this research topic. Literature review or literature study is a required activity in research, especially academic research whose main aim is develop theoretical aspects and aspects of practical benefits. So by using this research method the author can easy to solve the problem to be researched (Sukardi et al., 2013).

## **RESULT AND DISCUSSION**

### **1. Advertising**

Dunn and Barban (1978) wrote that advertising is a form of non-personal communication activity conveyed through the media by using space to convey persuasive messages to consumers, by companies, non-commercial institutions and interested individuals (Widyatama, 2007:15). Advertising has six basic principles, namely: 1) there is a certain message, 2) it is done by the communicator, 3) it is done non-personally, 4) it is delivered to a certain audience, 5) it is done by paying, 6) expects a certain impact from delivering the message carried out (Widyatama, 2007:17-24).

The development of online shopping trends in Indonesia cannot be separated from internet penetration which has continued to rise since 2010 until now. According to Association data. Indonesian Internet Service Provider (APJII), Indonesian internet users in. In 2014 it reached 88.1 million people and 27% of that number had make purchases online (APJII, 2014). According to Kominfo, in 2015, internet users reached 150 million people, or around 59% of the total Indonesian population. This phenomenon has created e-commerce companies must have a communication strategy to get new markets, namely through advertising. According to Alexa Research data, the website ranking site on September 22 2015, 5 The best e-commerce sites in Indonesia are: Bukalapak, Lazada, Tokopedia, Elevenia, and OLX Indonesia. The number of competitors emerging of course makes each e-commerce company planning effective marketing communications for potential consumers, namely by creating effective advertising.

In advertising, there are terms that are widely known, namely ATL (Above The Line) and BTL (Below The Line). Amalia E. Maulana, a Brand Consultant and Ethnographer, in her article *The End Of Line: Ending the Terms ATL vs BTL*, revealed that the terms ATL and BTL were initially understood in terms of the budget spent by the communicator. ATL is a marketing activity that is subject to an advertising agency's commission, and BTL is a marketing activity that is not subject to an advertising agency's commission. In further detail, it is explained that many have forgotten the initial definition of ATL and BTL communication. Above The Line, in many articles it is understood as a marketing activity, including advertising, which has a wide target audience, explains more about concepts/ideas, there is no direct interaction with the audience. While BTL is understood as marketing activities, including advertising, which have a limited target audience, the media or activities allow interaction with the target, even direct purchasing actions on the spot. (Bisnis Indonesia, 2008) The emergence of new media, especially those based on high technology, makes the distinguishing characteristics between ATL and BTL increasingly unclear. The internet, as a new media, because of its features and interactive power, makes what is conveyed able to reach a broad but also specific target audience. (Bisnis Indonesia, 2008).

Advertising is one means for companies to promote its products to develop and even survive in the midst of competition with competitors. According to Kotler & Armstrong advertising or advertising is all paid forms each form and presentation to remind consumers in the form of non-personal presentations and promotions about ideas, goods and services using paid media with clear sponsors

## **2. Instagram**

Instagram can be interpreted as a medium for taking photos and sending them quickly (Sari 2017:6). Instagram has 5 main menus (Atmoko, 2012:28), namely; HomePage is the main page that contains photos or videos from other users who have been followed. How to see it by sliding the screen up and down. Comments, namely photos or videos that have been uploaded to Instagram, can be commented on by other users in the comments column provided. Explore is a collection of popular photos or videos that get lots of likes. The profile contains user information that can be found through the profile. News Feed is a feature that contains notifications about various activities carried out by Instagram users.

Instagram is a social media platform that serves as a place to get validation from others. Instagram's like and comment features are a duality that cannot be expressed. In the second case, it is very important to emphasize the importance of increasing user-user interaction. Without the like feature, we don't know and can't see how many people like our photos on Instagram. Without further ado, the virtual language community space is open for communication. But despite everything, there are more people who enjoy our photos than just a small percentage. However, there is more than that, such as thinking positively, being persistent, and having a strong attitude towards whatever is said. If the photo we post gets a lot of likes, we feel satisfied because we know what is the best and most popular. If you receive constructive comments, such as thanks, congratulations, and the like. We can also get attention, thanks, and approval. For example, taking selfies is not only done to change your image, but there is also a tendency to look at your best side when wearing a dress. Of course, when we took that photo, we were a little worried that other people would find us "attractive" because of what we had in mind. In this situation, even though the photo in question has received praise and positive comments from people who have seen it, there is still "satisfaction" and "enjoyment" that needs to be acknowledged. Remembering that everything we do we do according to what we expect.

According to Atmoko, there are sections on Instagram that should be filled in so that uploaded photos are more meaningful, namely; The title or what is usually called a caption strengthens the message you want to convey through the photo. A hashtag is a hashtag symbol (#), this hashtag



can make it easier for users to find photos or videos on Instagram in certain categories. The location feature is a feature that displays the location where the user took the photo.

Even though Instagram is called a photo sharing service, Instagram is also a social network because through Instagram users can interact with other users. Activities carried out on Instagram, namely: Follow or join, Instagram users can follow or be friends with other users by following each other's Instagram accounts. Like is an icon where users can like videos or photos that have been uploaded, by pressing the like button at the bottom of the photo description next to the comments column or by double tapping on the photo. Comments are the activity of providing thoughts or opinions through sentences. The mention feature is used to tag other users by adding the arroba (@) sign in front of the user's Instagram account name. Instagram created a feature inspired by Snapchat Stories and named it Instagram Stories. This feature allows users to upload photos and videos which will then disappear after 24 hours.

Instagram is one of the social media that is often used by digital PR to share content. Instagram is also in great demand by many groups so that the dissemination of messages or information that is carried out can be more comprehensive. Sharing content so that it has selling power and looks attractive, of course, must be supported with high creativity in its packaging. Each innovation must have its own characteristics, so it is necessary to develop an innovation management that is effective and right on target to be developed in that area. The contents produced by digital PR must also be adapted to the times and the intended targets (Latifah & Razali, 2023).

### **3. Use Of Instagram As An Advertising Strategy**

#### **5 Promotion Strategies Using Social Media Ads**

In promotional strategies, social media ads are actually a fairly effective tool. Especially if you want to expand your reach and build brand awareness. The following five ways can help social media ads become more optimal.

##### **1) Choose an Ads Platform**

There are many platforms that provide paid ads. If you have limited promotional funds, you must be able to choose the advertising platform that has the largest target market. For example, if you have a target market aged 35-50 years, you can choose to collaborate with Facebook ads. The reason is that the platform has users in that age category.

##### **2) Goal Analysis**

Conduct an in-depth analysis of the purpose of the ad. Advertising basically aims to increase sales. However, there are also companies with different types of advertising campaigns, for example through soft selling, calls to action, or hard selling. Knowing the advertising objective is important for building specific and relevant content. For example, by building advertisements to increase brand awareness, you can design content that is informative.

##### **3) Attractive Ads Content**

A promotional strategy that is no less important when using social media advertising is to present it with an attractive appearance. Use copywriting techniques that suit your target market. Create interesting and informative advertising messages and creativity to attract audiences. Prioritize visual appearance so that it invites curiosity when advertisements appear on social media pages.

##### **4) Effective in Managing the Budget**

The next strategy for promotion using ads is to manage the budget effectively. The reason is that displaying advertisements on social media pages is not free.

However, business owners have to pay the platform to be able to appear on the advertising page. If your business operational budget is limited, you should first research which social media is more effective.

#### 5) Monitor Engagement Regularly

One of the advantages of using social media ads is that you can see engagement data statistics regularly. From this data, the company can find out which consumer groups are interested in the products/services being marketed.

#### 6) Build interaction with copywriting techniques

Currently the most relevant advertising technique with digital technology is copywriting. Copywriting is not just advertising content, but has also become a medium of interaction between consumers and producers. Apart from that, companies can apply various copywriting techniques according to their goals. For example, if you want to attract young people, then use content that is relevant to young people.

So, that's a promotional strategy using social media ads to optimally reach the target market. It is also important to build ad content that gives an informative or entertaining impression, so that users are interested in seeing the ad when it appears on their social media page.

There is a process of promoting products or services by utilizing social media as a new choice in communication strategy, such as Instagram social media which is a forum or place for building relationships, communicating with anyone and anywhere, showing pictures or short videos, expressing expressions using The comment column is available, the function of Instagram social media is also as social media that builds a good image or picture in the process of marketing products or services offered by entrepreneurs or business people. The process of marketing products or services using the internet and through the Instagram media network has become a new style and has ultimately become quite an important communication system. This is not only for individuals who own businesses but also for consumers and target markets.

Business people who carry out marketing strategies using Instagram social media certainly provide various conveniences to consumers by promoting the products or services they offer through their accounts. Avoidant media users an advertisement can also be motivated by various factors such as not wanting it more information from that shown, feeling distracted from the show what is being focused on is viewed, the user is still feel loyal to the rival brand from advertising that is displayed, and feel that advertising it is outdated or offensive explains that users. Internet avoid advertising caused by 3 (three) factors, namely more internet media intended as more media oriented towards a specific goal other than entertainment so that the advertisement is seen to be disturbing users. The second factor, namely. Internet users feel the advertisements that appear will periodically slow down the speed access and download process. The third factor, namely advertisements on the internet at any time getting users to click on that link appeared intentionally or not, where. This is seen as something that can be done interfere with ongoing activities user.

Various forms of advertising on the internet such as video clips, graphic forms, audio displayed statically or interactively continues to develop in that direction more attractive in appearance. Therefore, various terms have emerged for explain the various forms of advertising interactive and has such charm banners, pop-ups, paid text links (paid text link), or sponsor (sponsorship). Creative graphic forms are also possible helps ads become more attractive. Advertising appeal can shape people's desires for willing to see advertisements.

These forms of advertising are like it or not will be filled in and presented to the user Internet. Internet users who have high ambivalence with interactive ones low have avoidance tendencies or ignore ads Internet users tend to is of the view that online advertising more annoying than ads in other media. This is warning signal to advertisers that the convenience of the user is ultimately

must be considered when making the internet as a form of technological development in media to carry out promotional strategies through advertising

His Instagram. Business people make it easy to access social media accounts in line with the development of social media to the point where it is inseparable from people's daily lives. Business people or consumers and target markets can even carry out this promotion anytime, anywhere, and about anything. Instagram is currently one of the mass media that can disseminate good information, because currently many people use Instagram to communicate with each other. The strategies carried out by business people using Instagram are divided into two points of view. Firstly, it is seen from the perspective of what the organization wants to do. What this means is, in carrying out this marketing strategy, of course business people must design a program to determine and achieve the goals their company wants to achieve and implement its mission. The second point of view of marketing strategies using social media is from what the organization ultimately does. This can be defined as a pattern of responses or responses given by business people to the environment over time. The first perspective concept emphasizes that managers in a company or business people must be able to play an active role in determining the strategy and long-term program design desired by the company. Meanwhile, the second point of view shows that in using a marketing strategy using social media, a manager or business person only responds and carries out the marketing process based on what is happening and follows whatever is happening in the environment so that they are expected to be able to keep up with the times and what they want and need. consumers and target markets.

In using this social media, there are other very important and less explicit ways for business people to advertise on Instagram, one of which is carrying out marketing communications using the help of influencers. There are several types of marketing for various products and services which of course require business people to pay influencers to market the products or services they offer so that they attract more attention from consumers and target markets because of the presence of direct role models (examples of these influencers are celebrities or bloggers ) who are paid to market the products or services they offer on Instagram. However, with this role model, Evans, Phua, Lim & Jun (2017) explained that when influencers post pictures on their Instagram accounts using the products or services that we offer. However, in the end this form of advertising often attracts criticism because individuals tend not to recognize the persuasive nature of this type of advertising so they demand that what is available and shown in the advertisement must match what they receive.

Therefore, it is very important to see how various types of advertisements displayed on social media such as Instagram affect individuals, consumers, target markets, such as how an advertisement will provide products or services and how the experience gained by consumers and target markets is an important determinant of success. this marketing (Djafarova & Rushworth, 2017). The success of the marketing process using social media Instagram can often be measured by the attitudes and purchases of brands that consumers choose and are interested in. However, excessive advertising or promotions are also generally considered annoying, causing consumers and target markets to give up their intention to buy the products or services offered (Verlegh, Franssen & Kirmani, 2015). The problem with using Instagram social media.

This is that if persuasion efforts actually make consumers and the target market feel disturbed or even provide a negative experience, then business actors must start to be careful because this could backfire which is very dangerous for the sustainability of the business they are involved in. This is confirmed by research results which show that the more individuals who feel they are really being persuaded to buy a product or use a service, the greater the likelihood they will reject this persuasive effort (Jong, 2018). Therefore, it is important for business people to have the skills to differentiate between various types of advertising, because their impact on consumers and target markets may be different. So business people are required to provide advertising according to what marketing targets need.



## CONCLUSION

Basically, the utilization and use of information and communication technology in the marketing process of services or products offered by business people is very profitable. The increasing development of technology and information has also had an effect on increasing the Internet which currently has facilitated people's lives with the existence of media for communication but is not limited by space and time. This is of course a great opportunity for individuals who have businesses because the marketing reach is unlimited and can reach consumers and target markets wherever they are, even in all corners of the world. The marketing process uses social media Instagram by uploading various advertisements that are informative, persuasive and provide positive meaning so that consumers have the urge to return to the services or products offered. There are two points of view that can be used by business people in this strategy, namely by preparing a long-term program to provide a schedule for placing advertisements on Instagram, or observing what is happening and becoming a trend in the area so that advertising is carried out in accordance with the trends that are currently interesting in society.

The value in using digital advertising can be understood by connecting it with the concept of the consumer value creation process. Value is created in the consumer process itself is facilitated by the service provider. Service provider can then capture some of the value created by consumers. This value is then applied to the ad, this means that consumers can be assumed to maintain some type of value creation process, be they integrate advertising. If advertising supports the value creation process consumers, advertising becomes a valuable resource to use in the process. Otherwise, it may be rejected or ignored. Advertising as a resource in the process of creating consumer value is not yet explicitly discussed in advertising research, but the general idea is beginning develop. In digital sales, consumers must be approached and involved directly with relevant material where they might find product offers or a brand's services that suit your needs, interests, goals or activities them currently. In media studies, the uses and means perspective creates the same idea, where consumer choice of digital media content driven by the satisfaction they want to gain from it. Needs assessment. The user through usage approach can be interpreted as a reflection of the process creation of consumer value. Marketing research should improve our understanding of how the influence of advertising in the digital environment on the purchase of products or services. A number of research has examined how advertising influences consumers' intentions to Searching for product information, particularly in a digital context, however, is changing the latest in marketing spending and consumer behavior suggests so investigation is warranted. Digital advertising is an effort Digital Advertising Strategy in Online-Based Decision Making carrying out promotion and marketing of a brand or brand by utilizing digital media. The world of the internet and technology is increasingly growing making digital advertising a very popular strategy and used by most business people around the world, making the internet as a very potential market. Digital advertising is marketing via the web, mobile phones, and gaming devices that offer a new type of approach to advertising.

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