

Management of the @kiranatours.id Instagram Account in Increasing Consumer Attraction

Aditya Atmanata¹⁾, Ignatius Ismojo Herdono*²⁾

^{1,2)}Communication Studies, Faculty of Communication and Media Business, Ciputra University Surabaya

*Corresponding Author

Email: adi717821@gmail.com

Abstract

In the context of business and professional life, various social media applications create opportunities for people to run a business. Opportunities in social media are not limited to promoting products, businesses, and services; even the tourism sector has begun to utilize social media as a way to attract people to use or visit tourist destinations. Many well-known brands in Indonesia use Instagram to communicate with their customers. One phenomenon of media utilization in the tour & travel business that has attracted the interest of researchers is Pergi Rame Rame by Kirana Tour & Travel Malang. In this study, the researchers wanted to explore in more depth how Pergi Rame Rame by Kirana Tour & Travel Malang manages its Instagram account, @kiranatours.id, in order to survive and continue to innovate amid rapid growth in the same sector. The selection and management of media are crucial aspects for achieving objectives. This phenomenon has prompted researchers to discuss the management of the @kiranatours.id Instagram account by applying the 4C social media management theory components, namely context, communication, collaboration, and connection. This study aims to understand and explain the management strategy of Instagram @kiranatours.id, so that it can be used as a reference for @kiranatours.id and similar businesses in increasing consumer interest. This study adopts a quasi-qualitative method, in which data collection is carried out through in-depth interviews and documentation analysis, to obtain the results desired by the researcher.

Keywords: *Group Travel Program by Kirana Tour & Travel Malang, 4C Media Management Theory, Instagram, Quasi-Qualitative Method*

INTRODUCTION

The development of digital technology has encouraged the emergence of various social media platforms that provide wide opportunities for people to run businesses, including in the service and tourism sectors. Social media is not only used as a promotional tool, but also as an effective communication medium to build relationships with consumers and improve the image of tourism services. In this context, social media plays an important role because it can deliver information quickly, interactively, and reach a broader audience compared to traditional media.

The use of social media in Indonesia has shown significant growth. Based on DataReportal – Global Digital Insights and Data Indonesia.id (2024), there are around 139 million active social media users in Indonesia, or about 49.9% of the total population. One of the most widely used platforms is Instagram, which ranks second after WhatsApp with a usage rate of 84.4%. In addition, around 48.4% of Instagram users aged 16–35 actively share their travel experiences. These data indicate that Instagram has strong potential as a marketing platform, especially in the tourism industry.

Social media offers advantages in terms of interaction and two-way communication between businesses and consumers. Through various features, such as photo and video posts, Stories, Reels, comments, and direct messages, businesses can deliver information in a more engaging and responsive manner (Pane, 2017). These interactions can help businesses build more personal relationships with customers while strengthening brand trust and loyalty. From a social media management perspective, the effectiveness of social media can be analyzed using the 4C framework introduced by Chris Heuer, which consists of context, communication, collaboration,

and connection (Rizky & Soedarsono, 2021). These four elements provide a framework for managing digital marketing communication in a structured and effective manner.

Previous studies have examined the relationship between social media marketing, customer engagement, and consumer purchase intention. Senalasari et al. (2024) examined social media marketing communication strategies used by travel agencies, highlighting the importance of strengthening brand awareness and purchase intention through digital marketing. Their research is relevant to the present study because it focuses on the use of social media to promote travel services and attract potential customers. Furthermore, Putra et al. (2020) investigated customer engagement and purchase intention in the online travel agent industry. Their study provides insights into how interactions and engagement in digital platforms can influence consumer responses and purchasing intentions. Meanwhile, Azmi et al. (2024) examined the application of the 4C social media marketing framework in an MSME context. Their study demonstrates the relevance of context, communication, collaboration, and connection as components for evaluating social media marketing practices. Taken together, these studies provide a theoretical and empirical foundation for analyzing social media management strategies and their potential contribution to consumer engagement and purchase intention.

Although previous studies have addressed social media marketing in travel agencies, customer engagement in online travel services, and the application of the 4C framework in MSMEs, further examination is needed to understand how these four elements are implemented in the specific context of an Instagram account operated by a travel agency. In particular, the relationship between Instagram content management, audience interaction, customer collaboration, and relationship building remains important to explore within the context of the “Pergi Rame Rame” program.

This phenomenon can be observed in the marketing practices of Kirana Tour & Travel through its “Pergi Rame Rame” program, which uses Instagram as its primary marketing platform. The @kiranatours.id account is used not only to promote travel packages but also to interact with customers, share travel experiences, and strengthen the company's brand image. Activities such as publishing Instagram Stories, reposting customer-generated content, and responding to comments demonstrate efforts to encourage audience engagement and establish closer relationships with potential customers. However, the effectiveness of these activities in increasing consumer interest requires systematic examination and should not be inferred solely from follower growth or visible interactions.

Based on this background, the main research problem concerns how the management of the @kiranatours.id Instagram account contributes to increasing consumer interest. This study aims to analyze the social media management strategy implemented by the “Pergi Rame Rame” program of Kirana Tour & Travel Malang using the 4C framework: context, communication, collaboration, and connection. Using a qualitative approach, this research is expected to provide a deeper understanding of Instagram management practices in the tourism industry and explain how these practices may contribute to consumer interest and engagement. The findings are also expected to complement previous research by providing a context-specific analysis of the implementation of the 4C framework in the Instagram-based marketing activities of a travel agency.

RESEARCH METHODS

Research Design

This study employs a descriptive qualitative research design to examine the management of the @kiranatours.id Instagram account in promoting the “Pergi Rame Rame” program of

Kirana Tour & Travel Malang. According to Creswell and Poth (2018), qualitative research is used to explore and understand the meanings individuals or groups assign to a social or human problem. This approach is appropriate for the present study because it seeks to understand social media management practices, communication strategies, and customer interactions in their natural context rather than test statistical hypotheses. The 4C framework, consisting of context, communication, collaboration, and connection, serves as the analytical framework for examining Instagram management.

Data Sources

This study uses primary and secondary data. Primary data are obtained through semi-structured interviews with relevant informants, including management, social media administrators, and customers who have used Kirana Tour & Travel's services. Informants are selected using purposive sampling, a technique that involves selecting participants based on their knowledge, experience, and relevance to the research objectives (Creswell & Poth, 2018). Secondary data are obtained from academic books, journal articles, research reports, and relevant documents, including Instagram posts, Stories, comments, and other publicly available content from the @kiranatours.id account. These sources support the interpretation of interview findings and provide additional context for analyzing the implementation of the 4C framework.

Data Collection Techniques

Data are collected through semi-structured interviews and documentation. Semi-structured interviews use a set of guiding questions while allowing the researcher to explore participants' responses through follow-up questions. This technique helps obtain detailed information about social media management practices, content planning, audience interaction, and customer perceptions. Documentation is used to collect supporting evidence, such as screenshots of Instagram content, promotional posts, customer interactions, and relevant account activities. Combining interviews and documentation enables the researcher to compare participants' statements with available evidence and develop a more comprehensive understanding of the research phenomenon (Creswell & Poth, 2018).

Data Analysis Techniques

Data are analyzed using the interactive qualitative data analysis model developed by Miles et al. (2014), which consists of data condensation, data display, and conclusion drawing and verification. Data condensation involves selecting, simplifying, and organizing information obtained from interviews and documentation according to the research objectives. Data display involves presenting the organized information in descriptive narratives or tables, categorized according to the four dimensions of the 4C framework: context, communication, collaboration, and connection. The final stage involves drawing and verifying conclusions by identifying patterns, comparing information across data sources, and interpreting the findings in relation to the research questions. These stages are conducted iteratively throughout the analysis process.

Data Validity

Data validity is assessed through source triangulation, which involves comparing information obtained from different informants, such as management, social media administrators, and customers. The researcher also compares interview findings with documented Instagram activities to identify consistencies and discrepancies. According to Creswell and Poth (2018), using multiple sources of evidence can strengthen the credibility of qualitative findings. The researcher maintains an organized record of data collection and analysis to support transparency and ensure that the conclusions are grounded in the available evidence.

RESULTS AND DISCUSSION

Research Subject and Object Description

The subject of this research is the tour and travel service company Kirana Tour & Travel, with the Instagram account @kiranatours.id. The company was founded by Dr. Immanuel Ustradi Osijo, S.M., M.M., in Malang at the end of 1997 and operates in domestic and international tour package services. It is part of CV Kirana Anugerah Terindah, which also manages several other business units such as Kirana Travel, Gudang Tiket, and the official AirAsia Malang representative. Initially operating in a conventional way, the company later developed digital marketing strategies through social media, especially Instagram, to expand its market reach.

The object of this research is the management strategy of the Instagram account @kiranatours.id in attracting and retaining customers. This strategy is analyzed using the 4C approach, which consists of context, communication, collaboration, and connection. These four elements are used to examine how social media management can improve the effectiveness of marketing communication, strengthen audience interaction, expand promotional reach, and build long-term relationships that contribute to customer trust and loyalty.

Analysis and Discussion

The findings of this study were obtained through interviews with three informants. The following is an overview of the informants who served as key sources in this research.

Table 1. Research Informants

No.	Name	Code	Posision
1.	Abraham Krishna marthadinata S.M., M.M.	AK	EO of Pergi Rame Rame by Kirana Tour & Travel Malang
2	lia Anjaini	LA	Digital Marketing @kiranatours.id
3.	Enry okta	EO	Customer of @kiranatours.id
4.	Dr. Santi Isnaini S.Sos., MM.	SI	Digital Marketing Expert

Source: Processed by the Researcher, 2026

The interviews conducted by the researcher were carried out offline with all four informants. During the interview process, the researcher documented the sessions and recorded the audio of the conversations. Based on the interview results, the study obtained data related to the management of the Instagram account @kiranatours.id.

1. Context

The context element in this study refers to how messages are presented through visual design, content selection, and the planning of social media posts. According to Rizky and Soedarsono (2021), context emphasizes how messages are structured to attract attention and make information easier for the audience to understand.

On the Kirana Tour & Travel Instagram account (@kiranatours.id), content is delivered using a storytelling approach that features travel documentation, customer experiences, and promotions of tour packages. Posts are shared in the form of photos and videos with appealing visuals and captions that provide simple explanations, including quotes and information about travel destinations.



Figure 1. Instagram Content Layout of @kiranatours.id
Source: Instagram @kiranatours.id, 2026

An example of context implementation can be seen in posts that display customer travel moments, which are presented in an engaging way and often include quotes in photos or videos. In addition, promotional content is also combined between travel package posters and storytelling elements such as recommendations of popular tourist destinations, making the information delivery more cohesive and attractive.

Overall, the @kiranatours.id account emphasizes its identity as a domestic and international tour and travel service provider through well-structured visual content. This is supported by interview results with the digital marketing team, which stated that content planning is carried out weekly by considering trends, seasons, and audience activity. The content is based on real travel documentation to maintain authenticity and is posted according to users' active times to increase reach effectiveness.

Instagram content management at Kirana Tour & Travel aims to create engaging posts that can increase audience interaction. The content production process includes planning, trend selection, travel documentation, editing, and scheduling posts based on peak user activity times.

The uploaded content highlights travel visuals, customer experiences, and tour package information presented through storytelling and promotional posters. Captions are written in a simple, clear, and informative way so that they are easy to understand, including details such as prices, facilities, and package descriptions.

In addition, account management also involves evaluating posts and actively responding to comments and messages as part of two-way communication. This shows that the content strategy is not only focused on promotion but also on audience engagement.

The findings indicate that this strategy helps customers clearly understand the information provided and increases trust in the services offered.

2. Communication

communication element emphasizes how messages are delivered, two-way interaction, and the ability to maintain ongoing conversations with audiences in order to increase engagement and build a positive brand image (Rizky & Soedarsono, 2021).

On the Kirana Tour & Travel Instagram account, communication is carried out not only through promotional information but also through active interaction with followers, such as replying to comments, responding to direct messages, and reposting customer content that mentions @kiranatours.id.

In addition, communication is strengthened through customer testimonials and storytelling of travel experiences as a more personal and convincing form of promotion. This is in line with the company's SOP, which emphasizes hospitality, friendliness, and fast responses to complaints in order to maintain good relationships with customers.



Figure 2. Responses in the Comment Section of @kiranatours.id
Source: Instagram @kiranatours.id, 2025

The communication element focuses on how messages are delivered, two-way interaction, and the development of continuous relationships with audiences in order to increase engagement and build a positive brand image (Rizky & Soedarsono, 2021).

On the Kirana Tour & Travel Instagram account, communication is not only done through promotional posts but also through active interaction with followers. This includes replying to comments, responding to direct messages, and sharing or reposting content from customers who mention @kiranatours.id.

Customer feedback is also used as an important reference in developing promotional offers and travel packages that better suit audience needs. The account manager also tries to maintain engagement by creating interactive and trend-based content.

In addition, communication is supported by quick responses to messages and comments, as well as reposting customer posts as a form of appreciation. Engagement levels are assessed through interactions such as likes, comments, and shares.

Overall, the communication strategy helps build an active and responsive relationship between the brand and its audience, which not only delivers information but also strengthens trust and closeness

3. Collaboration

The collaboration element plays a role in building two-way interaction between message senders and receivers, creating active participation in communication (Rizky & Soedarsono, 2021).

On the Kirana Tour & Travel Instagram account, collaboration strategies are carried out through partnerships with media partners, schools, universities, and community groups. The company places more emphasis on collaborating with educational institutions and communities rather than influencers, as it is considered more cost-effective and better aligned with the target market.

These collaborations are often implemented through tour programs and joint activities involving participants from various institutions. The effectiveness of collaboration is measured through increases in engagement such as likes, comments, follower growth, and sales performance.

The findings show that collaboration with communities and universities has a positive impact on improving interaction and expanding account reach, especially during peak periods such as holiday seasons.

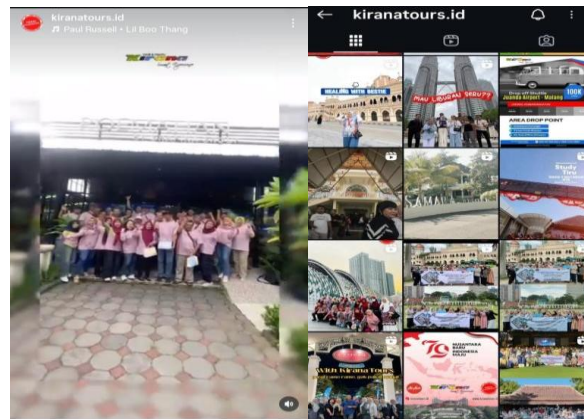


Figure 3. Collaboration of @kiranatours.id
Source: Instagram @kiranatours.id, 2025

The collaboration element plays an important role in strengthening the relationship between message senders and receivers through cooperation that involves active participation from both sides (Rizky & Soedarsono, 2021).

On the Kirana Tour & Travel Instagram account, collaboration activities are regularly carried out with schools, universities, community groups, and media partners that match the target audience. The findings show that monthly collaboration activities have a positive impact, including increased exposure, higher engagement, and improved sales performance.

The CEO also stated that collaboration is mainly focused on institutions and communities because it is considered more efficient and sustainable compared to using influencers. In addition, collaboration is also supported by user-generated content (UGC), where customers share their travel experiences and the content is reposted on the official account.

Interactive features such as Q&A, polls, and giveaways are also used to encourage audience participation. Overall, the collaboration strategy is effective in increasing engagement, strengthening brand awareness, and maintaining sales stability, although there is still potential to expand through influencer partnerships to reach a wider audience.

4. Connection

The connection element focuses on how a brand builds and maintains long-term relationships with its audience through continuous interaction and emotional closeness (Rizky & Soedarsono, 2021). On the Kirana Tour & Travel Instagram account, this relationship is developed through storytelling that presents brand stories, customer experiences, and service information in a more personal way.

The findings show that Instagram is not only used as a promotional tool but also serves as an information platform that helps audiences gain more detailed insights about the services offered. This is supported by consistent content posting, occasional use of paid advertisements, and efforts to maintain brand visibility on social media.

In addition, the management actively receives and follows up on customer feedback. Every suggestion and complaint is considered as input for service improvement, which helps increase customer satisfaction and loyalty.

Overall, the connection strategy is effective in creating emotional closeness and continuous audience engagement. However, regular evaluation is still needed to further improve long-term relationships and repeat purchase behavior.

5. Fitur Instagram

Instagram is an effective platform for digital marketing because it allows interaction with audiences, helps build relationships, and expands promotional reach online. It is also considered easy to use and offers various features that support marketing activities (Miles, 2019).

In this study, Instagram features are used by Kirana Tour & Travel to support promotional and communication activities with audiences, thereby increasing brand visibility and improving the effectiveness of digital marketing.



Figure 4. Bio of @kiranatours.id
Source: Instagram @kiranatours.id, 2025

Instagram is one of the main platforms in digital marketing strategies because it supports audience interaction, relationship building, and wider promotional reach (Miles, 2019). At Kirana Tour & Travel, Instagram is used as the primary promotional platform alongside TikTok, WhatsApp, and the company website, due to the high number of users who access information through this platform.

The bio feature is used to provide brief information about the brand identity, location, and important links. The use of Linktree helps users access various product information more easily. Meanwhile, a simple username that matches the brand name makes the account easier to search and increases visibility. The profile photo also uses the official logo to maintain brand identity and authenticity.

In addition, content plays a central role in the Instagram strategy. Posts are not only focused on promotion but also highlight emotional aspects such as togetherness, customer experiences, and travel atmospheres through photos, videos, reels, stories, and highlights. This content variation is adjusted based on performance evaluation such as likes, views, reach, and its impact on sales.

Overall, the use of Instagram features by Kirana Tour & Travel is effective in attracting attention, increasing engagement, and building emotional closeness with audiences through informative, consistent, and interactive content.

Implementation of the 4C Strategy at Pergi Rame Rame

According to Chris Heuer in Rizky & Soedarsono (2021), the 4C framework consists of context, communication, collaboration, and connection, which are used to support effective digital marketing communication. At Kirana Tour & Travel, Instagram is used as the main platform to apply this strategy in promotion, interaction, and long-term customer relationship building.

In the context aspect, content is created based on Instagram users' preference for visually appealing and experience-based storytelling. Posts include travel activities, destination recommendations, and customer moments. Consistency in feed design, attractive visuals, and the use of trends such as POV and viral content are also applied to attract attention. Content evaluation is conducted using Instagram Insights to ensure the strategy remains aligned with audience needs.

In communication, Pergi Rame Rame does not only deliver one-way information but also actively engages with audiences. Interaction is carried out through comments, direct messages, and Instagram features such as stories, Q&A, polls, and giveaways. Quick responses to questions and complaints show that audience needs are prioritized. In addition, customer-tagged posts are often reposted as a form of appreciation and to strengthen relationships with followers.

In collaboration, the company works with schools, universities, community groups, and media partners. This collaboration is carried out regularly and is considered more effective in reaching target audiences compared to paid influencer marketing. Activities such as group trips and educational tourism programs help increase brand exposure and strengthen audience relationships. Customers are also involved through user-generated content (UGC), where they share their travel experiences on social media.

In connection, the company focuses on building long-term relationships with customers through an emotional approach. Storytelling is used to create closeness by showing travel experiences, journey atmospheres, and interactions between staff and customers. Consistent posting and occasional paid advertising help maintain brand visibility. Customer feedback and complaints are also actively responded to as part of service improvement and trust building.

Overall, the implementation of the 4C strategy at Pergi Rame Rame is considered effective because it not only focuses on promotion but also on interaction, collaboration, and emotional engagement. This results in increased engagement, brand awareness, and customer loyalty toward the services offered.

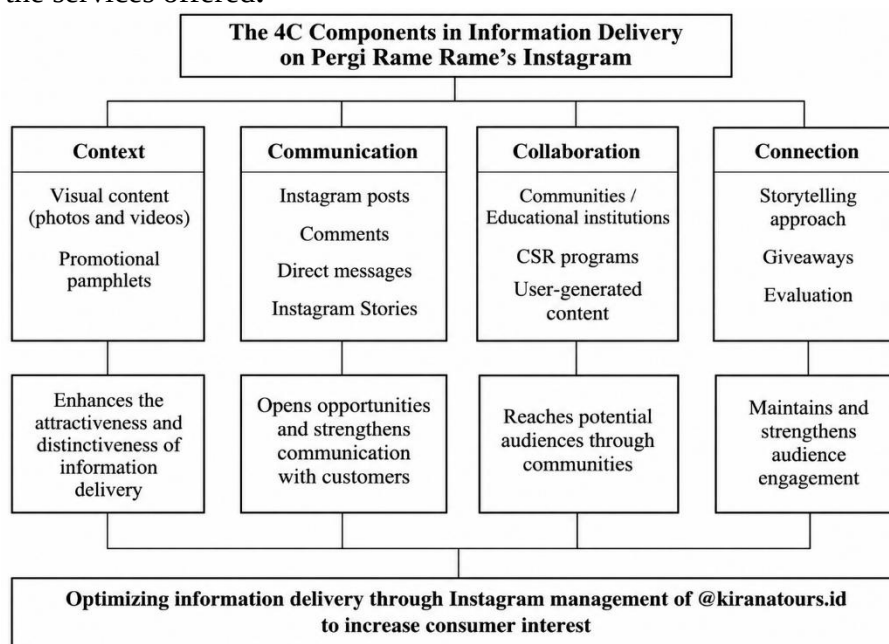


Figure 5 C Framework in Pergi Rame Rame Instagram
 Source: Researcher, 2025

CONCLUSION

Based on interviews with informants and data triangulation, this study found that the 4C strategy (Context, Communication, Collaboration, and Connection) has been implemented by Kirana Tour & Travel through Instagram as its main marketing platform.

In the context aspect, content is designed according to Instagram user characteristics by using storytelling, attractive visuals, and trends such as POV and travel recommendations. The content is posted consistently and evaluated using Instagram Insights to measure its effectiveness.

In the communication aspect, Pergi Rame Rame applies two-way communication through comments, direct messages, and interactive features such as Q&A, polls, giveaways, and user-generated content (UGC). Fast responses and openness to feedback play an important role in building engagement with followers.

In the collaboration aspect, partnerships are carried out with schools, universities, communities, and media partners to expand reach and increase engagement. This collaboration also contributes to growth in followers and more stable sales during certain periods. There is also potential for further development through influencer partnerships or digital campaigns.

In the connection aspect, relationships with customers are built through storytelling, travel experience content, and active social media interaction. This strategy is strengthened through promotional content, paid advertisements, and handling customer feedback to maintain trust and loyalty.

Overall, the implementation of the 4C strategy on Instagram has a positive impact on increasing interaction and closeness with the audience. However, several areas still need improvement, such as completing bio information, improving visual identity arrangement, and optimizing collaboration strategies to achieve better results.

REFERENCES

- Anderson, D. (2020). *Instagram Reels Marketing*.
- A, Shimp, Terence. (2018). *Advertising, Promotion And Other Aspects Of Integrated Marketing Communications, 10th Editions*. Usa: Cengage Learning.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (N.D.-A). Retrieved September 30, 2024, From <https://apjii.or.id/Berita/D/Pengguna-Internet-Di-Indonesia-Meningkat-Di-2024>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (N.D.-B). Retrieved September 30, 2024, From <https://apjii.or.id/Berita/D/Apjii-Jumlah-Pengguna-Internet-Indonesia-Tembus-221-Juta-Orang>
- Bameti, G. (2020). *Using Instagram To Expand Your Business Reach*
- Bugin, B. (2020). *Post-Qualitative Social Research Methods: Kuantitatif- Kualitatif-Mix Methods* (1 Ed.). Kencana.
- Chandra, F. (2021). *Social Media Marketing, Strategi Memaksimalkan Media Sosial*. Diva Press.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif Dan Campuran*. Pustaka Pelajar.
- Diniati, A., Al Ghifari, M. F., Setiawati, S. D., & Sutarjo, Moch. A. S. (2023). Pengelolaan Konten Media Sosial Instagram Sebagai Strategi Digital Marketing Hotel Dafam Express Jaksa Jakarta. *Indonesian Journal Of Digital Public Relations (Ijdpr)*, 1(2), 102. <https://doi.org/10.25124/Ijdpr.V1i2.5518>
- Indonesia Social Media Statistics 2024 | Most Popular Platforms. (2024, September 1). The Global Statistics. <https://www.theglobalstatistics.com/Indonesia-Social-Media-Statistics/>
- Kotler, P., & Keller. (2016). *Marketing Management, Global Edition*. New Jersey: Pearson Prentice Hall, Inc.
- Miles, J. (2013). *Instagram Power: Build Your Brand And Reach More Customers With The Power Of Pictures*. McGraw Hill Professional.
- Pane, B., Najosan, X., & Paturisu, S. (2017). Rancang Bangun Aplikasi Game Edukasi Ragam Budaya Indonesia. *Jurnal Teknik Informatika*, 12(1), 1–

- Asosiasi Penyelenggara Jasa Internet Indonesia. (N.D.-A). Retrieved September 30, 2024, From <https://Apjii.Or.Id/Berita/D/Pengguna-Internet-Di-Indonesia-Meningkat-Di-2024>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (N.D.-B). Retrieved September 30, 2024, From <https://Apjii.Or.Id/Berita/D/Apjii-Jumlah-Pengguna-Internet-Indonesia-Tembus-221-Juta-Orang>
- Chandra, F. (2021). *Social Media Marketing, Strategi Memaksimalkan Media Sosial*. Diva Press.
- Diniati, A., Al Ghifari, M. F., Setiawati, S. D., & Sutarjo, Moch. A. S. (2023). Pengelolaan Konten Media Sosial Instagram Sebagai Strategi Digital Marketing Hotel Dafam Express Jaksa Jakarta. *Indonesian Journal Of Digital Public Relations (Ijdpr)*, 1(2), 102. <https://doi.org/10.25124/Ijdpr.V1i2.5518>
- Indonesia Social Media Statistics 2024 | Most Popular Platforms. (2024, September 1). The Global Statistics <https://www.theglobalstatistics.com/Indonesia-Social-Media-Statistics/>
- Miles, J. (2013). *Instagram Power: Build Your Brand And Reach More Customers With The Power Of Pictures*. McGraw Hill Professional.
- Pengguna Internet Di Indonesia Tembus 213 Juta Orang Hingga Awal 2023 | Databoks. (N.D.). Retrieved September 30, 2024, From <https://databoks.katadata.co.id/teknologi/telekomunikasi/statistik/D109a45f4409c34/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- \Ramadhan, F. H. (2017). Pkm Pemanfaatan Media Sosial Instagram. *Jom Fisip*, 4(2), 1–15.
- Rizky, M., & Soedarsono, D. K. (2021). Pengaruh Penggunaan Media Sosial Instagram @Explorebali Terhadap Keputusan Berkunjung Dari Wisatawan. *Eproceedings Of Management*, 8(2). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14854>
- Sari, D. (2023). *Strategi Integrated Marketing Communication Dalam Membangun Brand Awareness Melalui Akun Instagram Pada Cafe Sisa Rasa Di Surabaya.(Integrated Marketing Communication Strategy In Building Brand Awareness Through An Instagram Account On Remaining Taste Cafe In Surabaya)* (Doctoral Dissertation, Universitas 17 Agustus 1945 Surabaya).
- Setyawati, A., Sugangga, R., Maula, F. I., & Rahma, A. (2023). Digital Marketing Business Strategy To Msme Performance In The Industrial Revolution 4.0 Era. *Jurnal Entrepreneur Dan Entrepreneurship*, 12(1), 19–26. <https://doi.org/10.37715/Jee.V12i1.3459>
- Sidiq, U., & Choiri, M. (2019). *Metode Penelitian Kualitatif Di Bidang Pendidikan*. Cv. Nata Karya.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Alfabeta.
- Tandean, Y. (2024). *Pengelolaan Akun Instagram @Tokokopi8 Dalam Menarik Minat Konsumen*.