

Public Relations Strategy in Building Rapspoint's Brand Image Through Collaboration Key Opinion Leader

Tiara Putri Rahayu¹⁾, Salman²⁾

¹⁾Public Relations Study Program, Faculty of Communication Sciences, Esa Unggul University Indonesia

²⁾Journalism Study Program, Faculty of Communication Sciences, Esa Unggul University Indonesia

*Corresponding Author

Email: tiarahayuuu28@student.esaunggul.ac.id

Abstract

This study aims to analyze the public relations strategy implemented by the Rapspoint brand in building brand image through collaboration with Key Opinion Leaders (KOL) in the digital game service industry, especially Mobile Legends games. The research uses the constructivism paradigm with descriptive qualitative methods and case study approaches. Primary data was obtained through semi-structured interviews with public relations, the partnership team, three Key Opinion Leaders, and users of Rapspoint services, supported by observation and documentation studies. The validity of the data was tested through triangulation of sources, methods, and time, while data analysis referred to the theory of the Four Steps Public Relations Effective by Broom and Sha which included the stages of fact-finding, planning, action and communication, and evaluation, with the implementation stage analyzed using the concept of PENCILS mix. The results of the study show that Rapspoint has implemented the four stages in a structured manner, starting from identifying the challenges of cloning accounts and the need for public trust, the preparation of criteria for selecting KOLs and key messages, the implementation of five of the seven elements of PENCILS involving KOLs, to evaluations that show an increase in audience trust. KOL collaboration is utilized as a strategy to build a positive brand image, although the challenges of cloned accounts still need to be overcome in an ongoing manner.

Keywords: *Brand Image, Key Opinion Leader, PENCILS Mix, Public Relations Strategy, Rapspoint*

INTRODUCTION

The collaboration with Key Opinion Leader (KOL) is one of the steps chosen by the Rapspoint brand, a digital game service brand under PT Raps Maju Bersama, to build a good image and increase consumer trust in the midst of the rapid growth of the game industry, especially in the Mobile Legends game segment. The public relations strategy through collaboration with KOLs helps Rapspoint reach a wider audience, because the message conveyed is not only a promotion to increase engagement, but also forms an attractive impression in the minds of the public through every KOL activity, so as to create a good relationship and a positive view of the brand.

The selection of KOLs by Rapspoint is based on the suitability of the brand in reaching the Mobile Legends gaming community, taking into account the number of social media followers, audience suitability, suitability of the games played, the number of live streaming viewers, and the consistency of the KOLs in working and communicating. Currently, Rapspoint collaborates with around 20 KOLs for Mobile Legends games, with three of them, namely Dewa Fabian (@dewafabian), Viindegamer (@viindegamer), and Rizky Saber Real (@rizkysaberreal), having the largest audience reach and the highest engagement through live streaming activities and content creation that inform the public about Rapspoint's services.

The phenomenon of KOL collaboration is increasingly relevant when it is associated with the development of the game industry in Indonesia. Databoks Katadata (2022) shows that Indonesia ranks third in the world with the number of gamers reaching 94.5%, while We Are Social (2024) recorded that 83.6% of internet users aged 16-64 years are actively playing games through gadgets. Telkomsel's digital survey cited by Databoks Katadata (2022) also revealed that Mobile Legends Bang-Bang is the most popular mobile game in Indonesia with a percentage of

67%, dominated by male respondents under the age of 35. The large market potential creates fierce competition between digital game service brands that offer similar service categories, so that brands are not only required to compete in price and service quality, but also need to build a consistent brand image as a differentiator and support for consumer trust.

Data from INSG (2025) shows that 76% of Indonesians follow at least one influencer or KOL on social media, and 68% of them have made purchases based on recommendations from KOLs they trust. This condition confirms that the public's assessment of a brand is no longer solely based on the products or services offered, but also on the experiences and recommendations of the figures they follow. According to Christy & Setyanto (2022), public relations strategies not only increase brand visibility, but also create emotional closeness between brands and consumers through authentic and interactive content on social media, while maintaining the company's credibility and building long-term relationships with consumers, especially in digital businesses that rely heavily on trust and reputation. In line with that, Christiani (2020) explained that the use of KOLs has proven to be effective in attracting attention and forming consumer trust because the content conveyed is considered more authentic, credible, and according to audience preferences.

As a brand engaged in digital transactions in the form of buying and selling game accounts, in-game currency top-ups, and ranking jockey services, Rapspoint faces its own challenges related to security and public trust in the authenticity of the services offered. The characteristics of this industry differ fundamentally from sectors that are more commonly studied in the public relations literature, such as cosmetics, fashion, and food and beverage, because they are directly related to reputational and transaction security risk. This condition makes the public relations strategy through KOL collaborations an important thing that needs to be managed strategically by Rapspoint in order to be able to grow public trust in a sustainable manner.

Previous Research Studies and Research Gaps

A number of previous studies have examined public relations strategies in building brand image in various industrial sectors. Gamaliel & Pribadi (2023) examined Syca's cosmetics brand public relations strategy with a qualitative case study approach based on Broom and Sha's Public Relations Strategy Theory and Jeffkins' Brand Image Theory, and found that the application of fact-finding, planning, action and communicating, and evaluation succeeded in building a brand image that was in accordance with the theory used. Christy & Setyanto (2022) examine the role of Holywings public relations through Instagram and assert that consistent and interactive message delivery through social media is able to form a positive brand image. Zulfikar et al. (2024) examined the Xpander-Mitsubishi Owner Club Indonesia brand community as an agent to strengthen brand image, while Christiani (2020) analyzed Fujifilm Indonesia's social media strategy and found that content consistency and KOL involvement were effective in rebuilding audience trust. Smith et al. (2023) developed the concept of influencer relations that positions influencers not just as marketing tools, but as strategic public relations actors in building long-term relationships and managing reputation.

Table 1. Summary of Previous Research

Yes	Researcher (Year)	Focus & Method	Key Findings
1	Gamaliel & Pribadi (2023)	PR strategy of cosmetics brand Syca; Qualitative Case Studies, Interviews & Observations	Fact-finding, planning, actuating-communicating, and evaluation succeeded in building a brand image according to Broom & Sha's theory

Yes	Researcher (Year)	Focus & Method	Key Findings
2	Christy & Setyanto (2022)	Holywings' PR role via Instagram; Qualitative Case Studies	Consistency of messages and interactions on Instagram builds a positive brand image
3	Zulfikar et al. (2024)	Indonesia's X-MOC brand community; Single Case Study	The brand community plays a role in strengthening the image of Xpander-Mitsubishi
4	Christiani (2020)	Fujifilm Indonesia's social media strategy; Case Study	Content consistency and KOL engagement increase consumer trust
5	Smith, Golan, & Freberg (2023)	The concept of influencer relations in PR; Qualitative Constructivist	Influencer relations is a strategic function of PR in long-term relationships and reputational risk mitigation

Source: processed by researcher (2026).

The similarities between the previous research and this study lie in the focus of the study of public relations strategies in building brand image, the use of qualitative approaches to case studies, and data collection techniques through interviews and observations. However, previous research has generally focused on the cosmetics, fashion, automotive, and photography sectors, and tends to position KOLs as marketing tools for promotion alone, without explicitly linking them to a specific public relations strategy mix. This research fills this gap by examining digital game service brands that have different characteristics of transaction security risks and public trust, as well as positioning KOL collaboration as part of the implementation of the PENCILS mix concept within the framework of the Four Steps Public Relations Effective, thereby generating a new perspective on the integration of public relations strategies and KOL collaboration in building brand image in the digital game industry.

Formulation of Research Problems and Objectives

Based on this background description, the formulation of the problem in this study is how effective Rapspoint's public relations strategy is in building brand image through collaboration with Key Opinion Leaders (KOLs). In line with the formulation of the problem, this study aims to analyze the public relations strategy with the collaboration of Key Opinion Leaders in building the brand image of the Rapspoint brand, by referring to the theory of the Four Steps Public Relations Effective proposed by Broom & Sha (2013) and the concept of PENCILS mix by Harris (1993).

Theoretically, this research is expected to provide insight into the development of communication science, especially the study of public relations and KOL collaboration, as well as a reference for future research that analyzes public relations strategies in the game industry. Practically, this research is expected to be useful for Rapspoint in improving the public relations strategy that has been implemented with KOL, as well as being a guide for public relations practitioners and other brands who want to develop a more targeted KOL collaboration strategy.

RESEARCH METHODS

This research uses the constructivism paradigm, which views social reality as the result of an individual's subjective construction through social experiences and interactions (Creswell & Creswell, 2023). This paradigm was chosen to understand how Rapspoint's public relations

strategy is interpreted and applied through KOL collaboration activities on each element of the PENCILS mix, while strengthening the analysis and transparency of the research process (Tanlaka & Aryal, 2025). The research method used is a qualitative method with a case study approach, because the data produced is in the form of sentences, meanings, and images, not numbers (Sugiyono, 2013). The case study was chosen as an in depth exploration approach to the phenomena, processes, and collaborative activities of KOLs in the real-life context of the Rapspoint brand (Creswell in Sugiyono 2022), as it is able to provide an in-depth understanding of the complex meanings, processes, and dynamics (Siregar & Murhayati, 2024).

The type of research used is qualitative descriptive, which aims to describe systematically, objectively, and accurately the phenomenon of Rapspoint's public relations strategy through KOL collaboration without manipulating any variables (Sugiyono, 2013). The nature of this research is descriptive, presenting factual and contextual data related to the communication process between public relations and KOLs, the stages of fact-finding, planning, action and communication, as well as evaluation, and their impact on the formation of Rapspoint's brand image.

The source of research data consists of primary data and secondary data. Primary data was obtained through interviews and observations of public relations, partnership teams, Key Opinion Leaders, and users of Rapspoint services, while secondary data was obtained through books, scientific journals, official documents, company archives, and relevant previous research as supporting data (Sugiyono, 2023).

Table 2. Research Informant Criteria

Informants	Criteria
Public Relations Rapspoint	Responsible for developing and managing Rapspoint's public relations strategy; Understanding the Purpose of Brand Image
Team Partnership Rapspoint	Responsible for managing the implementation of collaborations with Key Opinion Leaders
Key Opinion Leader Rapspoint	Currently working with Rapspoint; have the highest number of Tiktok followers; actively creating content related to Rapspoint services
Rapspoint Service Users	Have transacted at Rapspoint; knowing the collaborative activities of the Rapspoint KOL; Willing to express opinions openly

Source: processed by researcher (2026).

Based on these criteria, the study involved six informants, namely Fachry Mashrur (Assistant Manager of Public Relations), Rafi Ganesha Aditama (Partnership Team), three Key Opinion Leaders (Dewa Fabian, Viindegamer, and Rizky Saber), and Farhan Rizki as users of Rapspoint services. The data collection technique is carried out in an integrated manner in three ways.

The interviews were conducted in a semi-structured manner to explore the views and experiences of informants regarding public relations strategies and KOL collaboration (Sugiyono, 2023). Observation was carried out by directly observing public relations activities in compiling and managing KOL collaboration. The documentation study is carried out through recording related documents, such as photos of public relations activities and KOL collaboration, in order to complete and accurate the data that has been obtained.

The validity of the data was tested through triangulation techniques (Sugiyono, 2023), which included source triangulation by comparing data results between informants, method triangulation by comparing the results of interviews, observations, and documentation, and time triangulation by conducting interviews and observations at different times to ensure data consistency.

Data analysis follows the interactive model of Sugiyono (2023) which consists of three stages, namely data reduction through the selection and categorization of data according to the focus of the research, presentation of data in the form of an easy-to-understand narrative, and drawing conclusions through data analysis to answer the formulation of research problems systematically.

RESULTS AND DISCUSSION

Result

Rapspoint is a brand under PT Raps Maju Bersama which was founded in August 2020 by Vito as CEO/Founder and Muhammad Rian Ghani as Co-Founder. The brand is engaged in digital buying and selling transactions in game services, including buying and selling game accounts, ranking promotion services (jockey rank), in-game currency top-ups, to physical products such as gadgets, with five leading divisions that have grown from Rapsshop_id (Growtopia) to Official.Rapspoint (Mobile Legends), Gadgetcheap_id, Rapspoint.fire (Free Fire), and footballmarket.media (eFootball). Rapspoint communicates with the public through the official Instagram accounts of @rapspointid and @therapspoint, the Tiktok account @official_rapspoint, and the official website of rapspoint.com. The analysis of research results and discussions was prepared following the four stages of the Four Steps Public Relations Effective by Broom & Sha (2013), namely fact-finding, planning, action and communication, and evaluation, with the implementation stage being further analyzed using the concept of the PENCILS mix by Harris (1993).

Discussion

Fact-Finding

The fact-finding stage is the initial stage of Rapspoint in identifying internal and external conditions before developing a KOL collaboration strategy. The results of interviews with public relations and the partnership team show that Rapspoint identifies itself as a digital game service brand that focuses on buying and selling accounts, top ups, and jockey ranks, with the main target audience of game players, especially Mobile Legends, with an age range from elementary school children to adults. This identification is the basis that brand image is very important for Rapspoint because it is directly related to brand trust when consumers make digital transactions.

This stage also revealed the main challenge of Rapspoint, namely the existence of cloned accounts on behalf of the Rapspoint brand on social media, especially Instagram. Public relations informants emphasized that account cloning is very harmful to brand image because it causes public confusion in distinguishing official accounts from fake accounts, thereby lowering the trust of potential consumers. The public's need for trust and authenticity of this service was identified through three sources, namely audience comments on social media, interactions during KOL live streaming, and consumer questions to the service admin. On the other hand, the audience's initial view before the collaboration of the KOL was colored by concerns and doubts about the security of digital transactions, as conveyed by the informant who used the service who admitted that he had doubts before finally being convinced through the recommendations of the KOLs he followed.

This condition prompted Rapspoint to establish KOL collaboration as the main communication strategy, considering that the public tends to trust figures who have a great influence on social media rather than one-way communication from brands. This finding is in line with the fact-finding stage in the Four Steps Public Relations Effective theory, which explains that fact-finding is a step of identifying organizational problems through the collection of data on internal and external knowledge, opinions, and needs as the basis for strategy formulation (Broom & Sha, 2013). These results are also in line with the research of Gamaliel

& Pribadi (2023) which shows that the identification of public needs and views through social media monitoring is the basis of Syca's public relations strategy. The difference lies in the focus on identification: Syca's research focuses on consumer experience of cosmetic products, while Rapspoint focuses on the perception of digital transaction security and the challenges of cloned accounts, suggesting that the fact-finding stage can be tailored to each brand's specific characteristics and concerns.

Planning

The planning stage is the preparation of strategic planning based on information obtained at the fact-finding stage. The results of the study show that the main goal of KOL Rapspoint's collaboration strategy is to build a positive brand image through increasing public trust in the authenticity and credibility of services. To achieve this goal, Rapspoint sets KOL selection criteria which include the suitability of game segmentation with Mobile Legends, the number of social media followers, the level of engagement during live streaming, the quality of KOL communication, and the suitability of the rate card with the company's budget.

After the KOL criteria are determined, Rapspoint compiles a key message that is tailored to the personality of each KOL, with a focus on strengthening brand trust so that the information conveyed can be accepted and trusted by the audience. The planning stage ends with the preparation of an end-to-end collaboration concept, starting from determining concepts and strategies, mapping campaigns or events and the KOLs involved, to communication and discussion with KOLs through briefings before implementation. The three KOLs interviewed said that the process generally began with a briefing through online communication, followed by discussions to adjust the concept to their respective personal styles.

The findings at this planning stage are in accordance with the theory of the Four Steps Public Relations Effective, which emphasizes that the planning stage is the process of making strategic decisions about program objectives, actions, and communication based on information at the fact-finding stage (Broom & Sha, 2013). In line with the research of Gamaliel & Pribadi (2023), this stage is an important basis before the implementation of the strategy, but the focus of Rapspoint's planning which focuses on KOL criteria, brand trust-oriented key messages, and collaboration mapping shows that the strategy is adjusted to the specific needs of the digital game service industry.

Action and Communication

The action and communication stage is the implementation of a strategy that has been prepared, which is analyzed using the seven elements of the PENCILS mix by Haris (1993), namely publications, events, news, community involvement, identity media, lobbying and negotiations, and social responsibility.

Publications. Rapspoint leverages social media as the main means of publication, with KOL involvement through promotional content on Instagram and live streaming on Tiktok. In addition, Rapspoint manages its own news media on Instagram called rapsforum which discusses the world of esports and games as a means of capturing an audience as well as a promotional media. This finding is in accordance with the concept of publications according to Harris (1993) as the dissemination of information through various media to build public understanding and trust. These findings are supported by the research of Kharismawan & Siregar (2026), which explains that Instagram is used as the primary channel for conveying information to the public because it features new media capabilities that enable the rapid and widespread dissemination of information, supported by visual elements. Thus, the use of social media to disseminate information as demonstrated by studies supporting the current research serves as a means of collaboration with Key Opinion Leaders to disseminate brand-related information.

Event. Rapspoint organizes various events with the involvement of KOLs, including the BY ONE event in the form of one-on-one collaboration content between KOLs designed through weekly regular meetings, the "Juragan Raps" anniversary campaign, and the Weekly Diamond

Pass (WDP) event with other KOLs. The event aims to expand the reach of the audience and create a symbiotic relationship of mutualism between brands and KOLs. This is in accordance with the concept of event sponsorship according to Harris (1993) which emphasizes the effectiveness of events in reaching specific target markets.

News. Rapspoint does not carry out formal press release or press conference activities, but still conveys positive news through independent publications on social media. Although not entirely in accordance with the concept of news in PENCILS which emphasizes the management of formal news Harris (1993), the delivery of information is still carried out through other available publication channels.

Community Involvement. Rapspoint has not collaborated with external gaming communities or involved KOLs specifically in community activities. Community involvement is more realized through direct interaction between brands and their audiences who have formed their own gaming community, for example through playing together. According to Harris (1993), relationships with the community play a role in increasing audience trust, so even though it does not involve KOLs, community involvement still supports the closeness of the brand to its audience.

Identity Media. Rapspoint's brand identity is displayed through the nicknames "Juragan Raps" and "kunyuk", the slogan "Rapspoint is always on point", and the acronym "Rapspoint PAGI" (Indonesian Handsome Account Center) which is used as a call to action on KOL content. At the KOL level, identity is displayed through the use of an overlay with the Rapspoint brand written on it during live streaming. According to Harris (1993), the consistent use of identity is a symbol that is easy for consumers to remember, so even though the form of delivery is different between informants, the goal remains the same, which is to strengthen the introduction of the Rapspoint brand in the minds of the audience. Furthermore, these findings are consistent with those of Salman et al. (2026), who demonstrated that the media not only serves as a channel for information but also functions as a tool for shaping representations and images through the social media platform TikTok. Based on the research findings, the use of overlays in live streaming is one way of expressing media identity that helps introduce and strengthen the Rapspoint brand.

Lobbying and Negotiations. The lobbying and negotiation process is carried out by the partnership team through initial research on the KOLs that meet the criteria, followed by communication of cooperation offers and rate card negotiations that are adjusted to the company's budget and the level of engagement of the KOLs. Some KOLs negotiate through personal management, while others negotiate contracts periodically based on the growth in the number of followers and views. This stage becomes the foundation of the mutual agreement before the collaboration is officially implemented.

Social Responsibility. Rapspoint carries out social responsibility activities in the form of Blessed Friday by distributing food regularly, as well as breaking the fast together during the month of Ramadan involving some KOLs. Although not all KOLs interviewed were directly involved, especially due to distance constraints, this activity is still part of the public relations strategy to show the brand's social concern. According to Harris (1993), social responsibility activities provide positive exposure for companies because they reflect concern for the community.

Overall, of the seven elements of the PENCILS mix, five (publications, events, identity media, lobbying and negotiations, and social responsibility) involved KOLs directly, while the other two elements (news and community involvement) were implemented without the involvement of KOLs specifically. These findings are in line with the action and communication stage in the Four Steps Public Relations Effective theory which emphasizes the implementation of communication programs and tactics to achieve specific goals for each target public (Broom & Sha, 2013), as well as in line with the research of Gamaliel & Pribadi (2023) which also shows

that the implementation of PENCILS elements is adjusted to the needs and characteristics of each brand.

Evaluation

The evaluation stage is the last stage carried out by Rapspoint to assess the success of the implementation of the KOL collaboration strategy. The results of the study revealed a number of obstacles in the collaboration process, namely differences in character and communication styles between KOLs that require adjustment of messages from public relations, as well as limited time for KOLs who have other busy activities, including activities as professional esports players. However, these obstacles are classified as adjustment challenges and are not significant obstacles in the implementation of collaboration.

The audience's view after the KOL collaboration shows a positive change. Most of the informants stated that the increase in brand trust in Rapspoint, because KOLs play a role in helping to direct audiences to the brand's official accounts amid the rise of cloned accounts, as well as expanding the reach of the audience through the merger of the follower base between KOLs. One of the informants who used the service stated that Rapspoint's brand image became more reliable after learning the clarification about cloned accounts through content created by KOLs. However, the results also show that a small portion of the audience is still confused about the existence of cloned accounts, which indicates that these challenges have not been fully resolved.

The success of the strategy achievement was strengthened by the informant's statement that Rapspoint's brand image has increased, the number of collaborations has increased, and the brand is increasingly known as a trusted Mobile Legends game digital service provider. Concrete evidence of this success can be seen from the confession of consumers who made purchases after knowing Rapspoint through the KOLs they followed. The findings at this evaluation stage are in accordance with the Four Steps Public Relations Effective theory which explains that evaluation is an assessment step of implementation, views of the program, and the resulting impact (Broom & Sha, 2013), as well as in line with the research of Gamaliel & Pribadi (2023) which emphasizes the importance of evaluation as the final stage to measure the effectiveness of public relations strategies.

Rapspoint's Public Relations Strategy in Building Brand Image through Key Opinion Leader Collaboration

Overall, the results of the analysis of the four stages of the Four Steps Public Relations Effective show that Rapspoint has implemented a structured and sustainable public relations strategy. The success of the strategy does not solely depend on collaboration with KOLs, but on the integration of all stages, starting from accurately identifying brand needs and challenges at the fact-finding stage, careful planning in determining KOL criteria and key messages, implementation that adjusts the elements of the PENCILS mix to the actual needs of the brand, to continuous evaluation that is the basis for future strategy improvement. The KOL collaboration has proven to play a strategic role as a communication bridge that helps Rapspoint overcome the challenges of public trust due to cloned accounts, while strengthening its brand image as a credible digital game service provider amid increasingly fierce industry competition.

CONCLUSION

This study concludes that the Rapspoint brand has implemented a public relations strategy through the collaboration of Key Opinion Leaders (KOLs) in a structured manner based on the theory of the Four Steps Public Relations Effective by Broom and Sha, which includes the fact-finding stage through the identification of brand conditions and public needs for trust in the midst of the challenges of cloned accounts, the planning stage through the preparation of

KOL selection criteria and key messages oriented towards strengthening brand trust, the action and communication stage which is implemented through five of the seven elements of the PENCILS mix with the involvement of KOLs, namely publications, events, identity media, lobbying and negotiations, and social responsibility, as well as the evaluation stage which shows an increase in trust and positive views of the audience towards the brand even though the challenges of cloning accounts still require continuous attention.

The success of Rapspoint's public relations strategy does not solely lie in the use of KOLs, but in the integration of all stages of planning, implementation, and evaluation that are carried out systematically and continuously, so as to be able to form a positive perception of the audience and strengthen Rapspoint's position as a provider of digital game services that are widely known and trusted by the public. Theoretically, this study enriches the public relations study regarding the application of the Four Steps Public Relations Effective and the PENCILS mix in the context of KOL collaboration in the digital game industry which is still rarely studied. Practically, this study provides an overview for digital game service brands regarding the importance of identifying public needs, structured planning, implementing targeted communication strategies, and continuous evaluation so that the goal of forming a brand image can be achieved optimally. This research has limitations in the implementation time period and the scope of informants, so the next research is recommended to expand the research object on other brands that apply similar strategies or examine more deeply the application of KOL collaboration in public relations strategies in the context of different digital industries.

REFERENCES

- Broom, G. M., & Sha, B.L. (2013). *Cutlip and Center's Effective Public Relations* (11th ed.). Pearson.
- Christiani, T. E. (2020). Analisis Strategi Media Sosial dalam Membangun Brand Image (Studi Pada Instagram Fujifilm Indonesia). *Jurnal Visi Komunikasi*, 19(1), 75–85.
- Christy, A., & Setyanto, Y. (2022). Peran Public Relations dalam Pembangunan Brand Image Melalui Instagram Holywings. *KIWARI*, 1(4), 762–770.
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (6th ed.). *Sage Publications Inc.*
- Databoks Katadata. (2022). Jumlah Gamers Indonesia Terbanyak Ketiga di Dunia. *Databoks Katada*. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/950b8ba78451f97/jumlah-gamers-indonesia-terbanyak-ketiga-di-dunia>
- Gamaliel, F., & Pribadi, M. A. (2023). Strategi yang Dilakukan Public Relations dalam Membangun Brand Image (Studi Kasus Brand Kosmetik Syca). *Kiwari*, 2(3), 478–484.
- Harris, T. L. (1993). *The Marketer's Guide to Public Relations*. John Wiley & Sons.
- INSG. (2025). The Real Statistics Behind Influencer Marketing in Indonesia (2025 Analysis). <https://www.insg.co/influencer-marketing-indonesia/>
- Kharismawan, P. N., & Siregar, B. (2026). Strategi Komunikasi Digital Humas Pemerintah Kota Jakarta Barat Dalam Meningkatkan Pemahaman Masyarakat Tentang Teknologi Wolbachia (Studi Kasus Instagram @kotajakartabarat). *Komunikologi*, 23(1), 127.
- Salman, S., Salsabila, H., & Giani, Z. M. (2026). TikTok dan Konstruksi Branding Temporal : Studi Kualitatif Blok M sebagai Ruang Gaya Hidup Anak Muda. *KALBISOCIO Jurnal Bisnis & Komunikasi*, 13(1), 137.
- Siregar, A. Y., & Murhayati, S. (2024). Metodologi Studi Kasus dalam Penelitian Kualitatif: Kajian Konsep, Desain, dan Manfaatnya. *Jurnal Pendidikan Tambusai*, 8(3).

- Smith, B. G., Golan, G., & Freberg, K. (2023). Influencer Relations: Establishing the Concept and Process for Public Relations. *Public Relations Review*, 49(2), 1–11.
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- Sugiyono. (2022). Metode Penelitian Kualitatif. Alfabeta.
- Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif dan R&D (5th ed.). Alfabeta.
- Tanlaka, E. F., & Aryal, S. (2025). Interpretivist Constructivism: A Valuable Approach for Qualitative Nursing Research. *Open Journal of Therapy and Rehabilitation*, 13(01), 8–13.
- We Are Social. (2024). *Digital 2024: 5 Billion Social Media Users*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Zulfikar, M. E., Hereyah, Y., Simamora, S. L., & Wahjuwibowo, I. S. (2024). Komunitas Merek Sebagai Agen Penguatan Brand Image (Studi Kasus Pada Xpander-Mitsubishi Owner Club Indonesia). *Jurnal Visi Komunikasi*, 23(1), 1–9.