

The Effect of Polite Language and Effective Promotion on Increasing Sales Volume: A Case Study of Weekly Market Traders at CFD Boulevard, Makassar City, Indonesia

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ABSTRACT

This study aims to identify and analyze the influence of polite language and effective promotion on increasing the sales volume of goods among weekly market traders at Car Free Day (CFD) Boulevard, Makassar City. This research adopts a quantitative approach and utilizes a survey method with questionnaires as the primary data collection tool. The data collected were processed using SPSS version 23 to obtain the research findings. The sample consisted of 165 respondents, selected from a total population of 282 weekly traders at CFD Boulevard, Makassar City. The criteria for inclusion were traders who used tents or tarpaulins on the street and had consistently participated in the CFD market for eight consecutive weeks. The sample size was determined using the Slovin formula with a margin of error 0.05. The analytical methods employed in this study included descriptive analysis, validity and reliability tests, classical assumption tests (including multicollinearity and heteroscedasticity tests), and multiple linear regression analysis, all aligned with the study's conceptual framework. The findings revealed that both polite language and effective promotion positively and significantly impact the sales volume of goods among weekly market traders at Car Free Day Boulevard, Makassar City.

Keywords: Polite Language, Good Promotion, Sales Volume.

I. Introduction

Discussing the issue of Car Free Day (CFD) Boulevard cannot be separated from considerations of the social and economic landscape of the surrounding community. People with above-average income levels predominantly inhabit the area and can even be categorized as an affluent neighborhood. This is evident from the high property prices along Jl. Boulevard, as well as the presence of elite residential areas and luxurious shopping centers, including restaurants, silk fabric stores, and mobile phone outlets. CFD Boulevard in Makassar City is a popular weekly event that attracts many visitors. Held every Sunday from 06:00 to 10:00 AM, the event provides a platform for weekly traders to sell various products along the street. However, competition among traders is becoming increasingly intense. In this context, using polite language and effective promotional strategies has become crucial to increase sales volume.

Interestingly, although CFD Boulevard can be classified as a modern market—considering its visitors typically have a higher economic status—the transaction system remains traditional. Payments are made in cash, without receipts, and involve bargaining. This presents a unique dynamic where modern consumers interact with conventional market practices.

This research analyzes the significance of polite language and attractive promotional strategies in increasing sales volume among weekly traders at Car Free Day Boulevard, Makassar City. Using polite and appropriate language is a vital aspect of human interaction. It reflects a society's culture, values, and ethics. Indonesia, known for its noble cultural heritage, emphasizes the importance of speaking politely and using respectful and refined language to appreciate and honor others. In marketing, polite communication can attract customers and foster trust, increasing the likelihood of purchases. From a religious perspective, Islam also emphasizes using polite and kind language. This principle is explicitly stated in the Qur'an, Surah Al-Hujurat, Verse 2, which instructs believers to speak respectfully and avoid harsh speech.

إِنَّ الَّذِينَ يُعْضُونَ أَسْوَأَهُمْ عِنْدَ رَسُولِ اللَّهِ أُولَئِكَ الَّذِينَ امْتَحَنَ اللَّهُ قُلُوبَهُمْ لِلتَّقْوَى ۗ لَهُمْ مَعْذَرَةٌ وَأَجْرٌ عَظِيمٌ

*innallażina yagudḡuna aŗwātahum 'inda rasūlillāhulā'ikallażinamtaḡanallāhu
qulubahum lit-taqwā, lahum magfiratuw wa ajrun 'aŗīm.*

Means:

(O you who believe, do not raise your voice above the voice of the Prophet, and do not speak to him in a loud voice, as the voice of some of you is audible to others, lest your (reward) deeds be erased, while you are not aware.)

According to Leech (2013), the principle of politeness can serve as a means of preserving cooperation and resolving severe interpersonal difficulties. He further classifies wisdom as one of the maxims of the politeness principle (Leech, 2013). Similarly, Al-Qahthani (2005) equates wisdom with politeness. He explains that wisdom or politeness is a translation of the Arabic word ḥalim. The expression *ḥalima-ḥilman* refers to remaining calm and composed in emotionally intense situations (such as anger) or when facing unpleasant experiences by exercising forgiveness and rationality.

In today's technological advancement era, promotional strategies have evolved in response to changing consumer interests. As a result, many modern promotional methods now leverage the latest technology. Nevertheless, traditional promotion is a valuable alternative, especially for small businesses or community-based enterprises. To effectively implement a promotional strategy, one must first understand and adapt the various types of promotions to the company. The more informed a business owner is about these promotional types, the better they can tailor strategies to fit their market. From a marketing perspective, advertising plays a vital role in boosting sales. It is used to attract potential customers to both products and services. However, having a good product alone is not enough. A sound promotional strategy is essential to ensure these products or services sell in the market.

Promotional strategies can be executed through multiple digital and traditional channels depending on the seller's goals and resources. Many business owners often face challenges in choosing the most suitable type of promotion. Therefore, it is essential to explain the various promotional strategies, including their meanings and benefits. Advertising, in particular, is a powerful tool for winning over potential consumers. It aims to communicate a product's value engagingly and persuasively. Effective advertising creates interest and encourages consumers to choose a product over competing alternatives. In short, advertising serves as a strategic communication tool in marketing. Advertising can also be interpreted as an activity aimed at facilitating the development and recognition of a brand, product, or company. Advertisements can be found on television, flyers, banners, social media platforms, and websites. The primary purpose of such promotional efforts is to introduce a product to the general public or to attract potential buyers.

Based on initial observations, the prospective researcher noted several market dynamics at the Car Free Day (CFD) Boulevard in Makassar City. Some traders were observed to interact with customers using indifferent or dismissive language, which led to an irrational and inconsistent pricing system. Product prices were often significantly higher than those in traditional markets. Furthermore, many visitors to the CFD event were not primarily there to shop, but rather to enjoy recreational activities or participate in free exercise sessions held at various points along the boulevard. Due to the uncertain number of buyers, some traders were found to diversify their product offerings—such as clothing vendors selling juice drinks—to increase their chances of making a profit. However, this strategy often resulted in inconsistent earnings, with some traders experiencing losses or making sales below their capital investment. In light of these challenges, using polite language and attractive promotional strategies becomes essential to boost sales volume. Polite communication can enhance customer engagement and trust, while effective promotion helps to attract and retain buyers.

II. Literature Review and Hypothesis Development

2.1. Definition of Marketing Management

When discussing marketing strategy, it is inseparable from how marketing is managed effectively. Marketing management is essential to every business, whether it involves products or services. It refers to planning, organizing, implementing, and controlling marketing activities to effectively introduce and promote offerings to target markets, ultimately achieving organizational goals. Marketing management encompasses various components such as advertising, promotion, sales, and public relations. It focuses on how marketing programs are strategically designed to create, build, and sustain mutually beneficial exchanges with target consumers. It ensures that company offerings are well-positioned in the market and resonate with customer needs and preferences.

According to Kotler and Armstrong (in Priansa, 2017), marketing is a social and managerial process whereby individuals and groups obtain what they need and want by creating, offering, and exchanging value products with others. Meanwhile, Laksana (2019) defines marketing as the interaction between buyers and sellers in transactions of goods and services. This implies that marketing is not merely about physical locations (markets), but rather about the transactional and relational activities between sellers and consumers. Tjiptono and Diana (2020) describe marketing as creating, distributing, promoting, and setting prices for goods, services, and ideas to facilitate exchange relationships that satisfy customers. This process also aims to build and maintain positive stakeholder relationships within a dynamic environment.

Furthermore, Limakrisna and Purba (2017) argue that marketing is crucial in economic activities, particularly in generating economic value. This value is reflected in the pricing of goods and services and is influenced by three main factors: production, marketing, and consumption. Marketing, therefore, acts as the bridge between production and consumption activities, ensuring that goods and services reach consumers effectively and efficiently. According to Assauri (2017), the marketing concept is a management philosophy in the marketing field that focuses on identifying and fulfilling consumer needs and desires. This philosophy is supported by integrated marketing activities to deliver customer satisfaction, which is the key to an organization's success in achieving its goals.

The marketing concept is a strategy developed by a company's marketing department to build profitable relationships between the brand and its target customers. Therefore, a solid marketing concept must be based on an in-depth understanding of consumer needs, as consumers play a crucial role in its success. All company activities must align with the marketing concept to achieve corporate objectives. This requires businesses to understand core marketing principles and apply them effectively. Every business actor must develop a marketing strategy that reflects current market conditions. In this context, the marketing mix becomes an essential tool. The marketing mix refers to a comprehensive and coordinated strategy, typically involving seven key elements, commonly known as the 7Ps:

1. Product

According to Wardana (2017), a product is a comprehensive concept encompassing an object or process designed to deliver a set of beneficial values to consumers. When considering products, it is essential to note that consumers do not merely purchase the physical product; they also buy the benefits and value associated with it, which is referred to as "the offer." Specifically, products do not always involve a transfer of ownership from the provider to the consumer.

2. Price

According to Kotler, as cited in Sunyoto (2019), price refers to the amount of money charged for a particular product. Companies establish prices in various ways. In smaller companies, pricing decisions are often made by top management. In larger companies, pricing is typically managed by division or product line managers. However, in both cases, top management generally sets overall pricing objectives and policies and often approves prices proposed by lower-level management.

3. Place

According to Hurriyati, as cited in Didin and Firmansyah (2019), "place" refers to the distribution channel for manufactured industrial products. In contrast, for service industry products, "place" is defined as the location where the service is provided.

4. Promotion

According to Stanton, as cited in Sunyoto (2019), promotion is a component of a company's marketing mix used to inform, persuade, and remind customers about the company's products.

5. People

refers to the key actors involved in delivering services or products, whose actions significantly influence consumer perceptions.

6. Process

The process involves activities carried out to market goods and services to potential customers. Processes can be differentiated in two ways: Complexity, which relates to the steps and stages in the process, and Divergence, which refers to changes or variations in the steps or stages of the process.

7. Physical Evidence

According to Zeithami and Bitner, as cited by Hurriyati in Didin and Firmansyah (2019), physical evidence refers to the tangible elements influencing consumers' decisions to buy and use the products and services offered.

2.2. Definition of Polite Language

Polite language refers to the use of Indonesian that adheres to appropriate conversational contexts, considering the person being addressed, the setting of the conversation, and the variety of language being used. It must also comply with the established rules of the Indonesian language, such as spelling, punctuation, terminology, and grammar, all of which should reflect politeness and courtesy. Speaking well and correctly is essential for successful communication. Using the correct language ensures that the recipient clearly understands the intended message. Errors in word choice or grammar can lead to confusion or even misunderstandings.

Chaer (2012) further elaborates on language, describing it as a system of symbols, sounds, and meanings that is arbitrary, conventional, unique, universal, productive, varied, dynamic, human, and functional. It serves as a tool for social interaction and expresses the speaker's identity.

1. According to Vygotsky, three stages of a child's language development determine the level of cognitive development. These are the external, egocentric, and internal stages: The External Stage is where a child's thinking is influenced by external sources, meaning the ideas and knowledge come from outside.

2. Egocentric Stage: This stage, often called adolescent egocentrism, is characterized by an exaggerated sense of self-awareness and an inability to distinguish between one's perspective and that of others. In other words, during this stage, a teenager believes their view is valid, and everything else is wrong.
3. Internal Stage: In a lexical-linguistic sense, internalization refers to a process. The suffix "-ization" in Indonesian implies a process, so internalization can be understood as the process of integrating knowledge (knowing) and skills (doing) into an individual. This concept aligns with Tafsir (2010, p. 229), who defines internalization as the effort or process of incorporating knowledge and skills into an individual's cognitive and practical abilities.

2.3. Definition of Good Promotion (Attractive Promotion)

According to Assauri (2018), promotion refers to a company's effort to influence and attract potential buyers by using all marketing mix elements. This promotional policy is closely linked to the integrated marketing mix policy, and its success or effectiveness largely depends on the seller's strategies. Promotion is a method used by companies to communicate information about a product. According to Kotler and Armstrong (2019), the key indicators of promotion are:

1. Advertising
Advertising is "all non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment."
2. Sales Promotion
Sales promotion is the most persuasive message delivered at the lowest cost, targeting the most potential consumers. Its goal is to highlight the advantages of a product, good, or service in a way that convinces consumers to purchase.
3. Public Relations
According to Frank Jefkins (2004), in Zainal (2015: 46), public relations refers to the planned internal and external communication between an organization and its audiences. The aim is to achieve specific goals based on mutual understanding.

2.4. Sales Volume

According to Horngren, Foster, and Datar (as quoted by Basu Swastha, 2016), sales volume is a measure of a company's activity in terms of its capacity, expressed either in monetary value or in product units. Management strives to maintain and optimize this volume using the available capacity. Sales volume represents the total result the company achieves from the sales of its products. It is calculated without distinguishing between cash and credit sales, meaning the total sales achieved, regardless of the payment method, are considered. An increase in sales volume indicates increased profits derived from the total value of real sales within a specific period. According to Swastha (2020), there are several indicators of sales volume:

1. Achieving Sales Volume
This refers to the level of achievement or the outcome that the company achieves from the sales of its products.
2. Earning Profit
According to the Financial Services Authority (OJK), profit is the excess income earned over the total costs incurred to generate that income. In other words, profit represents the net income or rewards from the company's activities.
3. Supporting Company Growth
Supporting company growth involves an increase or decrease in the total assets owned by the company. Company growth is measured as the percentage change in assets from one year to the next. A higher growth rate is beneficial for investors as it indicates potential profitability.

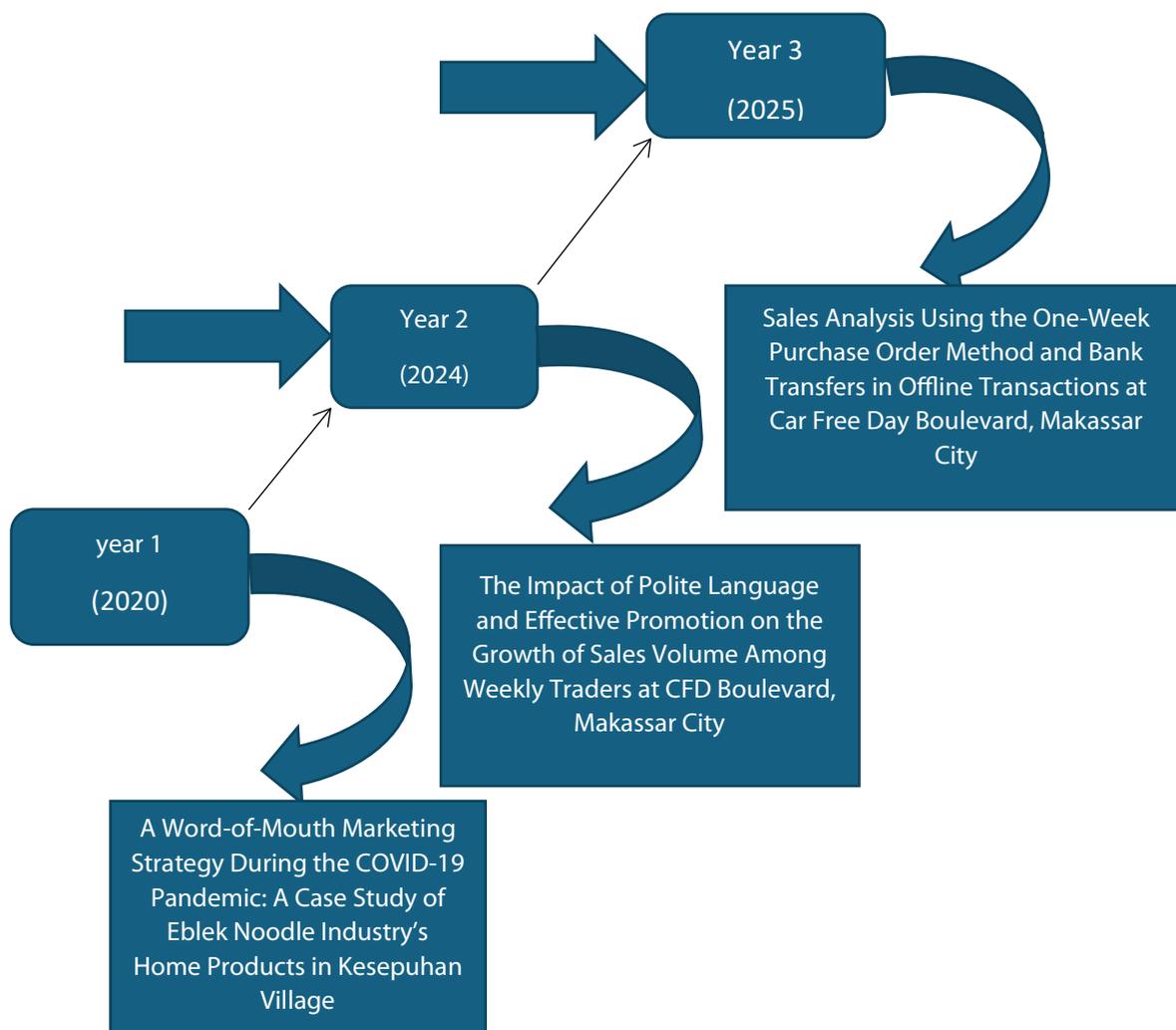


Figure 1. Research Roadmap

2.5. Conceptual Framework

The conceptual framework refers to the relationship between supporting theories or concepts used as a guide in organizing systematic research. It helps researchers explain the theories used in the study in a structured and coherent manner. A well-constructed conceptual framework should theoretically illustrate the relationship between the variables under study. Therefore, explaining the theoretical connection between the independent and dependent variables is essential. These relationships are then formulated into a research paradigm based on the conceptual framework. This framework is further visualized in the following diagram and will be explained in more detail in the subsequent discussion. Based on the theoretical descriptions presented in the previous sections, this study consists of the following variables (See Figure 2). According to Suharsimi (2018), a hypothesis is a temporary answer to a research problem, which remains to be tested through the data collected. Based on the theoretical framework outlined above, the hypotheses proposed for this study are as follows:

- H1: Polite language positively and significantly affects the increase in sales volume for weekly traders at CFD Boulevard, Makassar City.
- H2: Good promotion positively and significantly affects the increase in sales volume for weekly traders at CFD Boulevard, Makassar City.

H3: Both polite language and good promotion positively and significantly affect the increase in sales volume for weekly traders at CFD Boulevard, Makassar City.

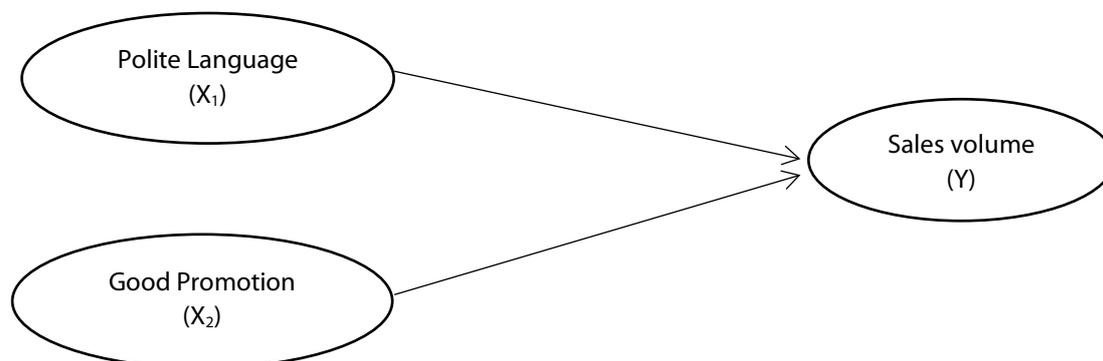


Figure 2. Conceptual Framework

III. Research Method

The research approach serves as a comprehensive plan for the study, outlining the steps the researcher will take, from formulating hypotheses and their operational implications to the final data analysis, conclusion, and recommendations. A research design defines both the structure of the research problem and the plan for investigation, which will be used to obtain empirical evidence regarding the relationships in the problem. This study adopts an explanatory research approach to explain the relationships among variables selected through hypothesis testing (Ghazali, 2014). This approach was chosen because the objective is to clarify the relationships and influences between the variables, with questionnaires being the primary data collection tool. The research design identifies the variables to be examined based on the hypotheses.

The research includes three key variables: Polite Language, Good Promotion, and Sales Volume. A questionnaire will be used as the data collection tool, and the data will be processed using SPSS. The population for this study consists of 282 individuals, with the sample size determined using the Slovin formula at a margin of error of 0.05. The study will utilize quantitative data. The data analysis method used is multiple linear regression analysis. According to Sugiyono (2017), multiple linear regression analysis examines the functional or causal relationship between two or more independent variables (X) and the dependent variable (Y). This method is a parametric statistical analysis, and the data must meet certain conditions, including a minimum interval measurement scale and normal distribution. The study will involve several tests, including Descriptive Statistics, Data Quality Test (Research Instrument), Classical Assumption Test, and Hypothesis Test.

IV. Results and Discussion

The research data was obtained through a survey method using a questionnaire, which was directly distributed to respondents at the Car Free Day (CFD) Boulevard in Makassar City. One hundred sixty-five questionnaires were distributed and subsequently collected from respondents who participated in the study. All 165 questionnaires were completed and returned, making the total number of usable samples in this study 165. Of these respondents, 53 were male traders (32%), and 112 were female traders (68%). The age distribution was as follows: 25–30 years old (32 respondents or 19%), 32–40 years old (61 respondents or 37%), and 42–52 years old (72 respondents or 44%).

The results of the descriptive statistical test for the Polite Language variable (X1) show a minimum score of 3.33, a maximum of 5, and a mean of 4.3556, indicating that respondents generally agreed with the related statements. The standard deviation was 0.36757, reflecting the degree of variability from the average response. For the Good Promotion variable (X2), the minimum score was 3.33, the maximum was 5, and the

mean was 4.3192, indicating that respondents mainly selected "strongly agree." The standard deviation was 0.47287.

Regarding the Sales Volume Increase variable (Y), the minimum score was 3.50, the maximum was 5, and the mean was 4.4366, again indicating strong agreement among respondents. The standard deviation was 0.37492. The validity test results show that all items for both independent and dependent variables are valid, with significance values less than 0.05. The reliability test results indicate that all variables are reliable, as Cronbach's Alpha (α) values exceed 0.6. For the classical assumption tests, the normality test results based on the histogram appear as a bell-shaped curve, and the Normal P-P Plot of Regression Standardized Residuals displays a pattern that aligns with the diagonal line, confirming that the data meets the normality assumption. The plot results also indicate no heteroscedasticity, demonstrating that the regression model is appropriate for predicting sales volume increases. This conclusion is supported by multiple linear regression analysis results, showing the influence of Polite Language and Good Promotion on increased sales volume.

4.1 The Effect of Polite Language on Increasing Sales Volume

The results of the hypothesis testing indicate that the Polite Language variable has a positive and significant effect on increasing sales volume. This finding implies that the better the implementation of polite language, the greater the potential increase in sales volume, particularly if applied consistently and sustainably. This conclusion is supported by the partial test (t-test) results, where the significance value is less than 0.005, indicating a statistically significant relationship. The Polite Language variable in this study is measured through three indicators derived from Vygotsky's stages of language development:

1. External Stage: This is the phase in which a child's thinking originates from external sources. It reflects how the language others use influences how individuals form thoughts and communicate.
2. Egocentric Stage: In this phase, often referred to as adolescent egocentrism, individuals exhibit a heightened self-awareness and have difficulty distinguishing their perspective from that of others. This suggests that language is still centered around the self, with limited consideration for the listener's point of view.
3. Internal Stage: Internalization refers to absorbing knowledge and skills into an individual's framework. As defined by Tafsir (2010:229), internalization is the effort or process of embedding knowledge (knowing) and skills (doing) into an individual. This stage marks the point where language becomes fully functional in guiding thought and behavior in social contexts.

These stages illustrate how polite language evolves and becomes an internalized tool that shapes individual communication and influences social interactions, including commerce. When polite language is used effectively in sales communication, it enhances trust, improves customer experience, and increases sales volume. All indicators of Polite Language have been implemented optimally to increase sales volume. This finding suggests that business actors or stakeholders should consistently use polite and respectful language to attract customer interest and drive sales growth.

This research is supported by a study by Dewangga Jana Prasetya (2024), titled "The Effect of Good and Correct Use of Indonesian on Marketing Performance on Instagram, TikTok, and Facebook Social Media." The findings reveal that the proper use of Indonesian enhances closeness and resonance between a brand and its audience and has a limited direct impact on the effectiveness of marketing communication. Although it does not significantly affect consumer interaction, brand trust, or credibility, the research emphasizes that polite and appropriate language—combined with the strategic use of informal or slang expressions—can improve engagement in social media marketing. These insights provide practical guidance for marketing practitioners regarding language usage in digital platforms to achieve their communication goals. Additionally, this study aligns with research conducted by Suprilia Marcia (2020), titled "The Influence of Marketing Communication on HPAI Product Sales Volume." The study found that the three independent

variables—personal selling, sales promotion, and direct marketing—partially influenced the dependent variable: sales volume. Collectively, these variables had a significant positive effect on sales volume, as evidenced by an F-value of 4.765 (greater than the F-table value of 2.73) with a significance level of 0.004 (< 0.05). The coefficient of determination (R^2) was 0.162 or 16.2%, indicating that marketing communication contributes 16.2% to the variance in sales volume. In comparison, other factors outside the scope of this research influence the remaining 83.8%. These findings collectively highlight the importance of strategic communication—exceptionally polite and effective language—in influencing consumer behavior and increasing sales in traditional and digital marketing contexts..

4.2 The Effect of Good Promotion on Increasing Sales Volume

The hypothesis test results indicate that the Good Promotion variable positively and significantly affects increasing sales volume. This implies that the better the promotion strategy implemented, the greater the potential increase in sales volume. This finding is supported by the analysis of the three leading indicators that represent the Good Promotion variable:

1. Advertising: Advertising is defined as all forms of non-personal presentation and promotion of ideas, goods, or services by a specific sponsor that requires payment. It aims to reach a broad audience and build awareness effectively.
2. Sales Promotion: This refers to delivering persuasive sales messages at the most economical cost. Sales promotion efforts target the most potential consumers by emphasizing the advantages and benefits of a product or service.
3. Public Relations: According to Frank Jefkins (2004) in Zainal (2015:46), public relations encompasses all planned communication activities—both internal and external—between an organization and its audiences. The goal is to achieve mutual understanding and build a positive public image that supports marketing objectives.

Based on the results, it can be concluded that all the indicators of Good Promotion have been implemented effectively and have contributed positively to increasing the sales volume. This highlights the strategic importance of well-executed promotional activities in enhancing business performance.

This research aligns with a study by Robby Satriawan (2018) entitled *The Influence of Promotion on Sales Volume at Kangaroo Motor Mandiri*. The study results show that the Promotion variable (X) positively and significantly affects Sales Volume (Y) at Kangaroo Motor Mandiri. This is evidenced by the t-test results, which yielded a significance value of $0.000 < 0.05$. The magnitude of the influence of the Promotion variable on Sales Volume is shown by a correlation coefficient (R), indicating that the promotion variable explains 48.8% of the variation in sales volume. The remaining 51.2% is influenced by other variables not examined in this study. In addition, this research also aligns with a study by Lela Elvira (2021) entitled *The Effect of Promotion on Increasing Skin Care Sales Volume at the Cantika Beauty Clinic, East Bekasi*. The findings indicate that practical promotional activities within a company can significantly enhance consumer awareness. When consumers become familiar with and understand the products or services offered, they are more likely to compare them with others in the market. If the perceived benefits are compelling, consumers make repeat purchases and even recommend the products to others. Ultimately, a well-delivered promotional message, aligned with consumer perceptions, can contribute to achieving targeted sales levels. As previously explained, the simultaneous testing (F-test) involving both independent variables—Polite Language and Good Promotion—indicates a positive and significant effect on sales volume. This conclusion is supported by the fact that all indicators of both variables have been optimally implemented, as discussed in the partial tests.

V. Conclusion

Drawing upon the research findings, discussion, and data analysis conducted through multiple linear regression, this study concludes the following:

1. Polite language plays a crucial role in boosting sales volume. Sellers who communicate with politeness and courtesy tend to attract more customer interest, leading to increased purchasing decisions. In the case of weekly traders at Car Free Day Boulevard, Makassar City, this behavior has significantly enhanced sales performance.
2. Likewise, compelling and well-crafted promotional efforts positively and significantly impact sales volume. Traders engaging in persuasive and appealing promotions tend to attract potential buyers, elevating their weekly sales figures. This underscores the strategic importance of how products are marketed to the public in an open, dynamic setting like Car Free Day.

In light of the findings, the following recommendations are proposed for future research:

1. Future studies should consider broadening the range of indicators used to measure politeness more comprehensively for the Polite Language variable. There is also value in emphasizing the role of respectful communication in enhancing customer experience, satisfaction, and loyalty, especially in informal trading environments.
2. Regarding the Good Promotion variable, further research is encouraged to explore complementary promotional factors that could amplify the effectiveness of current strategies. Investigating digital promotions, visual displays, or interactive engagement tactics may offer deeper insights into boosting sales volume, particularly for traders operating in public spaces like Car Free Day Boulevard, Makassar City.

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