

## THE ROLE OF DIGITAL MARKETING COMMUNICATION OF AROMATHERAPY ALTERNATIVE MEDICINE IN INCREASING CONSUMER CONFIDENCE

Ahmad Taufiq Maulana Ramdan<sup>1</sup>, Rizki Surya Tawaqal<sup>2</sup>, Ridma Meltareza<sup>3</sup>

<sup>1,2,3</sup> Program Studi Ilmu Komunikasi, Universitas Indonesia Membangun (INABA)  
Kota Bandung, Jawa Barat, Indonesia

E-mail: ahmad.taufiq@inaba.ac.id<sup>1</sup>, rizki.surya@inaba.ac.id<sup>2</sup>,  
ridma.meltareza@inaba.ac.id<sup>3</sup>

### ABSTRACT

Communication is an important marketing techniques in promoting alternative treatment, products and services since years ago people have interact through communication serve the needs of basic human, of interacting the act of conveying information to another individual to influence the, , opinion or their behavior, either directly or indirectly through. media With the use of communications technology, people now can communicate more efficient not only with those who live nearby but also across great distances by storing and send a message or information. The technologies used in communication is a tool, the structure of the organization, and social norm faced by people when gather, process, and exchange information with others. Platform social media that is ideal for marketing communications one of them is instagram. In their aromaterapisehat use instagtam with account names @ aromaterapisehat, and communication marketing that he did. This study attempts to find out how the role of marketing communications digital alternative medicine aromatherapy to increase consumer confidence. Methods used in this research is qualitative whose aim is to explore in depth a phenomenon. The result of digital communication marketing research is done by a aromaterapisehat excellent in used by the digital media instagram to communicate all kinds of information and knowledge about products they sell aromaterapi so consumers easy understand about all sorts of the advantages and disadvantages of and how to benefit from the product of a most aromaterapisehat and true.

**Keywords:** Marketing communications, Marketing Instagram, Consumer Confidence

### INTRODUCTION

Alternative medicine is not new to Indonesians. This folk medicine has been passed down from generation to generation since ancient times. Starting with herbal medicine, starting from intelligent individuals or well-known members of society, as well as individuals based on moral principles, they must understand the efficacy or even become a consumer of herbal medicine. The majority of people continue to use alternative or traditional medicine, not

only because of the absence of accessible professional health facilities but also because of the cultural characteristics typical of Indonesia, where there is still great confidence in alternative medicine. The culture of individuals has an impact on the way they think and behave. In addition, it is easier for consumers to use this treatment service in Indonesia because there are many types of alternative medicine available at the right price in their respective pockets.

In addition, there is a Health Belief Model proposed by Rosenstock (Agusmarni, 2015) which explains individual beliefs in treatment and health care efforts. The Health Belief Model is a model created with an emphasis on cognition to explain health-related actions, in which the person is ready to behave in response to the threat of disease and his understanding of the potential consequences of contracting the disease such as disability and social exclusion if it attacks it. The evaluation of the individual is carried out from the therapeutic advantages and the comparison of the perceived costs of such therapy, the energy of treatment, physical effort, and others.

Alternative medicine is now ingrained in Indonesian culture and has proven to be very effective in helping the healing of some patients. People prefer alternative medicine because the cost of hospitalization is relatively expensive. What is important in this case is where the person who founded alternative medicine came from. The problem is that there are also those who use religious names in alternative medicine that are used to deceive many people. Alternative medicine must be chosen wisely by the people, and the government can reduce the high health costs of the Indonesian people.

so that the public does not have to deal with this issue anymore.

One of the therapeutic methods that is currently quite common outside the realm of conventional medicine is alternative medicine. Any form of treatment that uses non-medical techniques is called alternative medicine, which is also referred to as a form of treatment used to complement conventional medical care. Alternative medicine is a type of health care that in addition to or as a substitute for traditional medical care, uses techniques, equipment, or materials that are not part of modern medical standards (standard medical services). In addition to having few or no side effects, alternative medicine is currently gaining popularity in Indonesia because it is usually cheaper than the cost of medical services or medical treatments.

Aromatherapy is one of the alternative treatments that can be used to reduce stress and anxiety levels in humans. Essential oils are the main therapeutic component in aromatherapy, an additional form of treatment. The extraction of flowers, leaves, stems, fruits, roots, and resins can all become essential oils. Essential oils are applied topically or inhaled for aromatherapy purposes. Essential oils work on the brain and nervous system by stimulating the nerves

of smell when inhaled which is related to the restoration of psychological conditions including emotions, feelings, ideas, and desires to be stimulated by such aromatherapy. (Agustina et al , 2019).

Communication is an important marketing technique in promoting alternative medicine products and services. Since time immemorial, people have interacted through communication, which serves basic human needs. The act of conveying information to other individuals in order to influence their attitudes, opinions or behaviors, either directly or indirectly through the media (Effendi, 2005). With the use of communication technology, people can now communicate more efficiently not only with those who live nearby but also across long distances by storing and sending messages or information. The technologies used in communication are tools, organizational structures and social norms that people face when collecting, processing and exchanging information with others. The ideal social media platform for marketing communications is Instagram.

Instagram is a digital media platform where direct communication between business people and followers and potential followers is possible. Instagram is also popular in all

demographics and has a variety of tools that can help marketing efforts, one of which is Instagram Ads. Users can reach a large audience on Instagram by using an advertising platform called Instagram Ads. Even Instagram offers a unique account called Instagram for Business that can be utilized for social media marketing activities.

Through social media today, the flow of information exchange occurs so quickly that it can become a tool for transmitting knowledge and values to society. Forms of communication technology that are able to encourage society today can be reviewed through various forms in accordance with current technological developments. Starting from the availability of short messages to visualization media are presented to form an open communication, so that two-way communication can be possible to be created properly (Putra, 2019).

Social media creates a new flow of information in the process of communication between networked communities in a virtual world. The development of digital technology has a major impact on the communication process in it. The diffusion of the internet, digital media has encouraged the development of people's networks horizontally and the ongoing process has

become interactive. With the convergence between Internet and wireless communication and the gradual diffusion of greater broadband capacity, the power of communication and information processing of the Internet is distributed to all spheres of social life. The digitization of communication has encouraged the diffusion of officially integrated technologies and media systems in which products and processes are developed diverse platforms that support a variety of media content and expressions within the same network (Muthiah, 2021).

Aromaterapisehat produces Essential Oils with Pure quality (pure), without any mixture of Essential oil blends (a mixture of several Essential Oils), as well as Essential Oil Products that have been developed as needed. Aromaterapisehat also has standardization and various tests in its independent laboratory, to ensure that its products are of the highest quality and quality. This means that consumers can implement a healthy lifestyle with natural ingredients, in every home. In its marketing Aromaterapisehat uses an Instagtam account with the account name @aromaterapisehat, and the marketing communications it does are very interesting to discuss. Based on the explanation above, this study aims to find

out how the role of digital marketing communication of aromatherapy alternative medicine in increasing consumer confidence.

This research uses marketing communication theory from P. Kotler (Gan, 2021) explains the difficult environment for internal (business) information to consumer decision-making systems is marketing communications. It includes product statements and images that the business presents to stakeholders and potential customers. Sutisna (Hilmiyati, 2021) defines marketing communication as an effort made by commercial actors to convey and provide broad information about goods and services so that consumers have a detailed understanding of the products offered by commercial actors. Nothing is gained without something being given, and that process is a process of exchange carried out by people.

One of the terminologies that marketers use to describe the flow of information about the company's products to consumers is "marketing communications". Marketers use information flows such as direct sales, sales promotions, publicity, and advertising to promote their products. Consumers collect all sorts of information through the flow of information carried

out by marketers, be it the features or advantages of the product. An important component of the marketing communication process is communication in the delivery of messages using the media.

Marketing communication is defined as a means by which a company informs, influences and reminds consumers of the products sold by the company (Susanti, 2021). Marketing communication or marketing communication is a method that can advance and develop an educational institution or an organization, so that good marketing management must be prioritized (Tsikirayi et al in Susanti, 2021).

This research also uses the concept of social media. social media is a type of electronic media that allows individuals to communicate with each other or provide a virtual space where they can do so (Rahmadhany, 2021). Social media, according to Philip Kotler and Kevin Lane Keller is a platform that users use to share text, photos, voice and videos. Social media is an online platform that gives users the opportunity to engage and publicly display their identity immediately or slowly, which promotes the value of user-generated content.

Meanwhile, Michael Cross (Rahmadhany, 2021) claims that the term "social media" refers to various technologies that bring people together in one form of cooperation, allow them to communicate information, and allow them to connect via text, voice, graphics, or web-based platforms, it offers great promises and opportunities to be used as a marketing communication tool for marketers. Social media users can more easily share information thanks to social media. Social media users can access it whenever and wherever they choose because in addition to being accessible through a computer, it can also be accessed using a mobile phone / smart phone. This provides an opportunity for advertisers to conduct marketing communications whenever and wherever they want (Untari, 2018).

This research also uses instagram marketing concepts. One of the digital media that has almost the same purpose as Twitter is the social media program Instagram. The difference is, Instagram allows its users to upload photos to get different types of information. Instagram contains tools that can make images more beautiful, as well as elements that can inspire its users and foster creativity. Instagram can be compared to a social network that allows users to send photos

using an internet connection to share information instantly (Puspasari, 2020).

Users of the Instagram app can publish photos and videos to feeds that can be tagged and categorized using location data and various effects. Public or pre-approved followers can see the uploaded content. Users can follow users to add their content to the homepage, like photos, and explore other users' content by tag and region to see what's popular (Mulitawati, 2020). Doing marketing activities using Instagram is known as Instagram Marketing.

Instagram Marketing according to Muttaqin (Kurniawan, 2017), is the practice of doing marketing activities while utilizing all the features of Instagram to increase sales and build more durable relationships with clients (customer relationships). According to Lasmadiarta (Kurniawan, 2017), the idea behind Instagram marketing is to emphasize that building trust is very important when making offers. Through Instagram, users can do this by sharing messages that include the following types of information: As long as it does not interfere with privacy, provide as much information as possible on their Instagram profile. Provide a contact and a mailing address where people can contact you; if any, name many partner companies. Join

the pages of prominent people; Post useful items; includes a reliable presentation image; Message Transmission.

This research also uses the theory of Integrated Marketing Communication. According to Schultz (2011), integrated marketing communications (IMC) is the process of continuously implementing and developing various forms of persuasive communication programs for its clients. This tactic aims to persuade consumers to think, feel, and act in a way that advances business goals.

In order to effectively communicate the message in the future, integrated marketing communications take into account all channels that can introduce the consumer to the goods or services of a brand or enterprise. In other words, an integrated marketing communication strategy begins with the client and then moves to the business to decide on the structure and methodology to be applied to run the communication program.

The IMC, according to Schultz, is a marketing communications planning concept that recognizes the added value of the importance of an overarching plan used to assess the strategic role of various communication disciplines, including general advertising, direct response, promotion, sales, and public relations. ,

and put all this together. discipline to ensure optimal impact, consistency and clarity of the message (Soefijanto, 2012).

After that, Schultz proposed a revision of the IMC definition based on the experience of the businesses that had adopted it. This new generation of IMC is defined by Schultz and Schultz (1998) as "a strategic business process used to plan, build, execute, and evaluate, coordinate, measure, and persuade brand communication programs over time with consumers, customers, prospects, and others. target, relevant internal and external audience.

The main purpose of the IMC is to directly or indirectly influence the behavior of the target audience. IMC views all sources as potential avenues to communicate future messages that can connect customers or potential customers with the goods or services of a brand or company. The concept of the marketing mix includes promotions related to communication. A promotional mix is a collection of marketing tactics that includes the following components: advertising, public relations, personal sales, and sales promotion.

Marketing activities can leverage integrated marketing communications (IMC) to create and implement more integrated and successful marketing

communications. This strategy is expected to be able to develop brand identity, boost sales, and expand the company's target market. IMC is also considered a method for planning and assessing the strategic and synergistic role of a company because it is considered the best way to integrate various communication disciplines. To foster good perceptions, attitudes and behavior towards brands, IMC helps build relationships with consumers and other stakeholders, who play a strategic role in managing the intangible side of the business. Since business and communication are social processes, they are inseparable (Priansa, 2017).

One of the challenges of online buying is the lack of consumer confidence; there are still consumers who lack confidence in web-based shopping. To gain customer trust, e-commerce business people must provide quality and service. Consumer confidence in online shopping is very important, and it is not uncommon for this to be one of the main markers of consumer pleasure and desire to buy goods from certain retailers. Therefore, mutual trust between buyers and sellers is very necessary (Indirasari Cynthia Setyoparwati, 2019).

According to Pohan and Aulia (2017), consumer trust is the total of all customer information and all consumer

assessments about the product, quality, and excellence. There are two degrees of customer trust according to (Ristanti and Iriani 2020), which are as follows: (1) Trusting Belief Trusting trusting is the degree to which a person believes and feels confident in another person in a situation. Trusting belief is the perception of the trusting party (consumer) towards the trusted party (virtual store seller) where the seller has characteristics that will benefit the consumer. McKnight et al (2002) state that there are three elements that build trusting belief, namely benevolence, integrity, competence; (2) Trusting Intention Trusting intention is an intentional thing in which a person is ready to depend on others in a situation, this happens personally and leads directly to others. Trusting intention is based on one's cognitive trust in others.

### **Method of Implementation**

This research uses a qualitative approach that aims to explore in depth a phenomenon. Qualitative research is a research activity by placing researchers in the place where the research is carried out (Denzin & Lincoln, 2011). This qualitative research contains a literature review, theoretical concepts related to research problems, namely marketing communication problems and the use of

social media in building promotions and sales then continued with observation and discourse analysis. Literature review in particular with literature meta- analysis is a special technique used to create an integrative review or methodology review.

Meta-analysis involves collecting details regarding various previous studies and bringing together the results in four steps (Neuman, 2017) namely: (1) Looking for all potential research on a specific research topic or statement; (2) Develop consistent criteria and screen studies for relevance and screen research to obtain relevance and/or quality; (3) Identifying and recording information into broad findings; (4) Draw conclusions based on the findings. In addition to meta-analysis, the data retrieval method used is observation and discourse analysis (Instagram account @aromaterapisehat).

Researchers chose @aromaterapisehat account as a review of digital marketing communications built through Instagram. Researchers identify Relevant Articles First start on topics related to marketing communications, then digital marketing, social media by considering published articles as up-to-date and up-to-date theories. Researchers search journals and books in internet searches to understand definitions of

marketing communications, digital marketing, and social media.

Furthermore, researchers examine the articles as references to identify other relevant articles published in this journal over the same period of time. After that the researcher continued the snowball procedure by searching for more specific keyword expansions of terms. Researchers repeat the process of reviewing the reference list to identify additional articles for inclusion. In total, dozens of articles in marketing journals and books, especially marketing communications and social media, are theoretical and substantive.

Researchers classify Articles and Data Collection From the articles that have been collected from each article researchers also collect keywords published from the table of contents for the book or keywords for each journal. Collect data based on keyword classifications that have already been sorted. Researchers compile data sets based on keywords in accordance with the systematics of answering problems in this study. Researchers also conducted observations that were carried out for four weeks, namely from February 14 to July 14, 2022 by observing the activity of uploading images and videos @aromaterapisehat, observing how

intensive the uploads were and what types of content were shared.

Discourse Analysis From the observational data found, researchers analyzed whether the content shared had consistently reflected the personal branding that was built and what effect it had on the engagement rate on netizens. The whole concept of building marketing communications is used as a knife for data analysis obtained from previous observations and literature, then researchers draw conclusions.

### **Result and Discussion**

The term "Aromatherapy" has been around for a long time, and can be found in a variety of cosmetics, cleansers and fragrances. Aromatherapy is a term that combines the words "aroma" and "therapy." The application of these fragrances that have the potential to have a positive impact on the body, mind, and spirit, is referred to as essential oils, or in Indonesian one of the well-known essential oils. Since it is sedative and has a calming effect, chamomile essential oil can be used in aromatherapy (Carnahan, 2014). The benefits of chamomile essential oil include benefits for lowering anxiety, especially anxiety in the elderly and in patients undergoing pre-incision and post-excision breast surgery.

The benefits of essential oils vary. In fact, many items that advertise themselves as essential oils are actually just perfumes and cannot have the desired effect on health, this also undermines consumer confidence in aromatherapy products in general. Due to the lack of established international law, it is not clear how many pure essential oils must be bottled in order to be referred to as essential oils and how the product should be used, such as for fragrances, aroma massages, or relaxations.

As an alternative to conventional medicine and body care, aromatherapy mainly utilizes the juices of aromatic plants. There are other ways to treat aromatherapy, but inhalation or inhalation by dripping 6 drops of aromatherapy on a cotton swab and placing it in front of the nose at a distance of 2 cm for 4 minutes is the most frequently used method. Aromatherapy releases a number of molecules into the atmosphere during the inhalation process in the form of moisture containing chemical components. The limbic system of the brain responsible for the integration of systems, the expression of feelings, learning, memory, emotions, and physical stimulation to relax them, will receive vapors after being inhaled and absorbed by the body through the nose and lungs.

D.Gary Young, founder and chairman of the young living essential oils company, set out to protect traditional healing practices using essential oils after observing the striking differences between common aromatic oils (aromas) and Therapeutic Grade Essential Oils. Gary's main inspiration for returning to using essential oils properly was his expertise, his insights, the advice of various specialists, and his wide range of knowledge. One of them is by using instagram digital communication media with @aromaterapisehat account.

Young Living Essential Oil produces Essential Oils with Pure quality (pure), without any mixture of Essential oil blends (a mixture of several Essential Oils), as well as Essential Oil Products that have been developed as needed. Young Living Essential Oil has standardization and various tests in its independent laboratories, to ensure that Young Living Essential Oil products meet the highest requirements and quality. This means that Young Living Essential Oil users can adopt a healthy lifestyle with natural ingredients, in every home.

Based on the results of the analysis, researchers found that the communication used by instagram accounts @aromaterapisehat that is communication that emphasizes the

dissemination or delivery which is the delivery of information, thoughts, attitudes or emotions from an individual or other group using symbols. In this case, @aromaterapisehat send health information, explain the consequences of each disease that may be suffered through their Instagram account. @aromaterapisehat also uses symbols of striking colors such as red or yellow in writing that is considered important.

Although in marketing or promoting medicine and health businesses like this already has the boundaries of the regulations set, this does not make it difficult for @aromaterapisehat in introducing his alternative medicine, instead he does not violate the established regulations at all even he always remembers these regulations that keep himself on a predetermined path.

The second communication used @aromaterapisehat is persuasive communication or promulgation which is as a process of conveying a stimulus or stimulus (usually in writing) with the aim of changing the behavior of others. Communication occurs when a system or source seeks to influence another system or its target, by manipulating several alternative symbols, which can be conveyed through the channels connecting them.

Another form of marketing that increases consumer confidence carried out by @aromaterapisehat is using Q and A interactive interactions on Instagram Stories that directly answer consumer needs for the products they sell. @aromaterapisehat provides complete information and corresponds to the composition and usefulness of its products. In addition, it is not uncommon for all answers answered by @aromaterapisehat always insert research results from every aromatherapy ingredient it sells, this will obviously increase consumer confidence because it is not only the opinions used by @aromaterapisehat but also facts sourced from research.

@aromaterapisehat also provides a complete explanation of the use of its products so that each consumer can easily use the products he sells, besides that @aromaterapisehat use various tools in the Instagram story media to clarify his explanation of his product, such as by using colors that match his product also uses short and clear language so that it can be easily understood by consumers.

An example is when a consumer asks about "Mbak Eva, There is a recommendation of oil for work and study", then it is answered using simple language in the style that the consumer is

and also uses the product image to clarify which products are needed by the consumer who asks. In marketing communication, the most important thing is to make consumers understand the products sold well, with the help of digital technology @aromaterapisehat have succeeded in communicating their products well so that this can increase the trust of consumers in their products.

The color of the letters and backgrouds used in every answer made in the instagram stroy @aromaterapisehat also always use colors that are identical to the logo or identity of the @aromaterapisehat, namely yellow and green. The use of this color will also increase the identity of @aromaterapisehat products, so that people or consumers who see instagram stories @aromaterapisehat will always remember the identity of the @aromaterapisehat, this will increase sales, especially for consumers who are satisfied with their products, and most importantly will increase consumers' trust because @aromaterapisehat always consistent with the identity of the company and the product.

To increase consumer confidence in its business, @aromaterapisehat also provide knowledge to its consumers through Instagram story media about how

to clean up essential oil energy which is often polluted with frequency waste. All the steps of the cleaning are explained simply to make it easy for consumers to understand, but although simple, it is conveyed very completely so that the comments can easily follow the steps. This can also increase trust in @aromaterapisehat, because an understandable explanation is one way for consumers to understand their products and by understanding their use well will make consumers more confident and trust in @aromaterapisehat products. Effective marketing communication is when the message conveyed is right and in accordance with the target.

### **Conclusion**

The digital marketing communication carried out by @aromaterapisehat is very good in using instagram digital media to communicate all kinds of information and knowledge about the aromatherapy products it sells so that consumers are very easy to understand about all kinds of advantages and disadvantages and how to utilize @aromaterapisehat products optimally and correctly. The amount of consumer confidence that exists with evidence that more and more followers

@aromaterapisehat and more and more people use their products. Digital interactions carried out by @aromaterapisehat also increase consumer confidence because they are immediately responded directly with a simple and easy-to-understand language style.

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