
OPTIMIZING SOCIAL MEDIA AND PAID ADVERTISING IN DIGITAL MARKETING STRATEGY TO INCREASE BRANDING AND CUSTOMER ENGAGEMENT PT. KB VALBURY SEKURITAS

¹Pijar Elsanti Surya Bening, ²Raden Roro Ratna Roostika

Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Islam
Indonesia, Yogyakarta, Indonesia

E-mail:: 213111472@students.uui.ac.id , 2113110409@uui.ac.id

DOI: <https://doi.org/10.56457/jimk.v13i1.765>

Received: May 29, 2025

Accepted: June 21, 2025

Published: June 30, 2025

ABSTRACT

This study examines the effectiveness of digital marketing strategies in enhancing branding and customer engagement at PT KB Valbury Sekuritas. Using a qualitative approach with interviews, observation, and documentation, this research analyzes the company's digital marketing strategy implementation through social media platforms, particularly, Instagram and TikTok. The results show that the key indicators of success include engagement rate, conversion rate, and customer feedback. However, several challenges were identified, such as maintaining content relevance, increasing audience engagement, and addressing human and technical resource limitations. To overcome these challenges, the recommended optimization strategies include improving content consistency, using paid advertisements, and decentralizing digital marketing at the branch levels. These findings are expected to help PT KB Valbury Sekuritas develop more effective digital marketing strategies to strengthen brand identity and increase customer loyalty.

Keywords: Digital Marketing, Brand identity, Customer Engagement, Social Media, Paid Advertising.

INTRODUCTION

In today's digital era, developments in information and communication technology have significantly changed the way companies interact and communicate with their consumers. Along with the increasing adoption of digital platforms, digital marketing has become one of the main strategies used by companies to market products and services more effectively and efficiently. The ability of digital marketing to utilize several advanced technologies such as artificial intelligence and recommendation

systems to understand consumer needs, preferences and behavior more deeply so that companies can deliver content that suits the interests and needs of each customer. Thus, companies can make customers more satisfied and loyal, save costs and increase long-term profits (Chandra et al., 2022). Digital marketing not only functions as a promotional tool, but also as a major driver of business innovation in India which makes digital marketing have a significant impact on economic growth in India (Mahida, 2024). Marketing allows companies to create more relevant and

personal experiences for customers, so that companies can build better relationships with customers and improve the company's business strategy (Smith, 2024). A good understanding of digital marketing strategies will enable business actors to design campaigns more effectively. (Tuharea et al., 2023). In the process of understanding digital marketing, the use of digital technology is an aspect that cannot be ignored, because it is the key to attracting consumer attention and consumer trust. If a company can understand this well, the company can develop a more relevant and effective marketing strategy amidst changes in consumer behavior and digital developments. (Hafidh et al., 2024). Digital technology makes it easier for business actors to carry out promotions more widely without being hindered by distance, time and communication methods. (Yuliawati et al., 2023). Thus, digital marketing has become a key component in modern business strategies that allow companies to adapt quickly to market changes and changing consumer needs. This shows that companies that successfully implement digital marketing effectively can gain a significant competitive advantage in today's digital era. (Ramadhania et al., 2022).

Digital marketing is a marketing strategy that utilizes digital technology to reach, interact, and build broader relationships with customers through various online platforms. According to Kotler et al. (2021), Marketing strategies will combine traditional marketing principles with existing modern technology to create a more personal and relevant experience for customers and potential customers. Social media is used to increase brand

awareness and reach a more specific audience. In a study conducted by Setianingsih and Aziz (2022), digital marketing is explained as a marketing strategy that utilizes digital technology to reach consumers more effectively. Digital marketing includes various communication channels, in the work of Chaffey and Ellis-Chadwick (2022), it is explained that digital marketing aims to achieve marketing targets by utilizing digital technology and media strategically, where marketers will be able to analyze consumer data in more depth to be able to present appropriate content and also improve the customer experience. According to Hafid Plangger et al. (2022), by combining sophisticated technology into digital marketing, it can create a digital marketing strategy that is much more relevant, more personal, and also more customer-oriented. Thus, this technology not only helps brands to stand out in a competitive market but can also help to make customers more loyal and sustainable through different and innovative experiences.

Social media is a platform used to communicate, build relationships, share experiences, and also access various information. According to Salonen et al. (2024), effective social media platforms will make it easier for companies to deliver relevant, timely, and tailored content to customer needs at every stage of the journey. This will also increase engagement and interaction between customers and companies. In an article written by Artmucu et al. (2023), it is explained that social media functions as a powerful tool to shape perceptions, influence decisions, and increase customer engagement. Through an approach by utilizing social media

effectively, it will create a dynamic space that can support digital marketing, encourage customer loyalty, and influence purchasing decisions in a more personal and relevant way. According to Dwivedi et al. (2021), social media has a very important role in digital marketing. With social media, it will allow companies to achieve marketing goals at a lower cost, such as increasing brand awareness, strengthening customer relationships, and also increasing sales. According to the journal written by Nardo and Parsetiyo (2022), it is explained that paid advertising on social media is a fairly effective marketing strategy in increasing purchasing interest from e-commerce customers. The main factors that can contribute to the effectiveness of advertising for digital marketing are promotion, information, and image visualization, which will attract more attention from customers and encourage purchasing decisions. In addition, this study shows that female customers are more responsive to advertisements on social media than male customers, but this remains an effective strategy for companies to be able to increase sales figures.

Digital branding through media is an important strategy in today's digital era. According to Cahyono and Laksana (2023), there are a number of important indicators used to form a digital branding strategy. These indicators include accessibility to ensure easily accessible information, interactivity to enable two-way communication, which entertainment can be used to attract the attention of the audience in a fun way, trust built through credible content, and informative aspects used to ensure the

relevance of the completeness of the information to be provided. This is in line with the opinion of Sari et al. (2023), which in their research discussed that in a digital branding strategy, creating targeted content has an important role. Companies need to create a content strategy that considers the situation, how to communicate, and build relationships with the audience. Using stories that attract the audience's attention and a delivery style that makes the audience feel close, such as a typical greeting or a certain hashtag that can build an emotional bond with followers. In addition, collaborating with external parties also greatly helps companies achieve branding goals more broadly. In the context of corporate branding, Husna and Juhana (2024), explain that corporate branding is not just about creating a logo or visual elements, but includes a strategic process to create consistent experiences and perceptions for consumers. A strong brand identity helps companies gain a place in the minds of consumers, strengthen emotional relationships, and drive customer loyalty. In the context of service branding. According to Rohmawati et al. (2021), service branding is an important strategy in shaping the identity and image of the services offered by service providers to customers. In this context, branding is not only about messages but also about experiences and interactions, therefore digital media has a role in attracting customer interest, so that it can improve brand image, and also strengthen the existence of the business itself in the eyes of customers and potential customers.

Customer engagement plays an important role in increasing customer

loyalty. According to Zhafira and Afista (2023), customer engagement is customer involvement that goes beyond ordinary loyalty. This concept not only includes transactional relationships but also involves deep emotional interactions between customers and companies. This engagement is realized through active customer interaction with the brand, both directly and through digital platforms. Meanwhile, according to Dwiviolita and Zuliarni (2022), customer engagement is defined as the cognitive, emotional, and behavioral involvement of customers towards a brand or company. This engagement reflects an active relationship that helps companies create a stronger and more memorable brand experience for customers, high customer engagement not only increases customer equity but also increases the likelihood of customers continuing to purchase products or services from the company. Then in the research of Taruli et al. (2020), it is explained that Customer engagement is a strategic element that not only contributes to customer loyalty but also provides a competitive advantage for companies through innovative strategies such as gamification. By utilizing this approach, Shopee is able to create an engaging customer experience while strengthening long-term relationships with consumers.

Proper management of financial competition is essential to ensure sustainable financial stability, especially in the face of changing market dynamics. According to Saputro and Safuan (2024), financial competition is a condition in which financial institutions, especially in the banking sector, compete to gain market

share by offering competitive products and services. This competition is an important element in shaping the dynamics of the financial market, affecting financial stability, operational efficiency, and the ability of financial institutions to withstand economic shocks. Meanwhile, according to Rorizki et al. (2022), financial competition in the context of the capital market includes various aspects involving the main actors, namely investors, issuers, and regulators. This competition occurs in an effort to compete for financial resources, investment market share, and the trust of market players. In Indonesia, financial competition in the capital market is influenced by internal factors such as the number of domestic investors, issuer quality, and diversification of investment products, as well as external factors including global economic integration, macroeconomic volatility, and regulations applied. Financial competition in the Indonesian capital market is a combination of internal and external dynamics. This competition requires a strategy that includes increasing financial literacy, diversifying investment products, adopting technology, and implementing good governance. With the right approach, the Indonesian capital market can become more competitive, attract more investors, and support national economic growth. Financial competition in securities companies requires an effective marketing strategy to attract, retain, and develop a customer base. According to Ambarphati (2020), discussing business competition, but in the context of implementing an effective marketing strategy. Business

competition in the securities industry not only involves price competition, but also includes service quality, product innovation, and the company's ability to provide a superior customer experience. Competition is considered one of the main factors that drives companies to continue to adapt and improve their marketing strategies to remain relevant and competitive. In facing competition, securities companies are required to understand market needs in depth and use effective strategies, so that organizations can acquire new consumers and develop sustainable connections, making it easier for them to survive and continue to grow.

Digital marketing is a modern marketing approach that utilizes digital media as the main means of reaching consumers, building relationships, and enhancing brand image. According to Kotler (2021), digital marketing makes it easier for companies to interact directly and personally with consumers through various online platforms, such as social media and digital advertising. This strategy is considered more flexible, measurable, and relevant in the era of ever-evolving information technology.

One of the important elements in digital marketing is the optimal use of social media to make it easier for companies to create relationships two-way with the audience. Chaffey and Ellis-Chadwick (2020) stated that social media is not only a tool for sharing information, but social media can also be used as a platform to build customer engagement through interesting, responsive, and interactive content. Well-packaged content can strengthen brand awareness and also increase

engagement rates, such as the number of likes, comments, and shares. In addition, currently many companies have utilized paid ads as part of a digital marketing strategy to reach target audiences more specifically. According to Dwivedi et al. (2021), targeted paid ads, such as those available on Instagram Ads and TikTok Ads, can increase campaign effectiveness by utilizing demographic data and user behavior. The use of paid advertising with a good strategy will allow companies to increase conversation rates from passive audiences to active customers. In the context of branding. Cahyono and Laksana (2023), emphasize the importance of digital branding elements such as interactivity, accessibility, and content consistency in forming positive perceptions of the brand. A good digital branding strategy can not only increase brand awareness, but can also increase customer engagement, encourage customer loyalty and encourage customer trust in the long term.

Based on these theories, this study attempts to evaluate the effectiveness of digital marketing strategies at PT KB Valbury Securities, particularly in utilizing social media and paid advertising to increase branding and customer engagement. This study also looks at the actual challenges faced by companies, as well as optimization strategies that can be carried out so that digital marketing results can be maximized.

The framework is useful as a description of the procedures for research steps that aim to answer the problem solving from the problem formulation with methodical steps, so

as to enable the implementation of research.can run efficiently.



Figure 1 Problem Solving Framework

➤ Framework Steps

1. Digital Marketing Strategy

Formulation:analyzing what the main objectives are to be achieved, the appropriate target audience, and comparing the strategies that have been used by the company with the strategies carried out by other companies in the same industry. In addition, the author also analyzes previous theories and research on digital marketing to obtain a strong foundation in this study.

2. Challenges in Digital

Marketing:identify challenges that can hinder the effectiveness of digital marketing in the company, this identification is carried out through observation and interviews with related parties to understand the challenges that occur in the company PT KB Valbury Sekuritas in an effort to optimize digital marketing.

3. Optimizing Social Media

Platforms and Paid

Advertising:analyzing the content strategy implemented, ensuring compliance with the platform algorithm, and providing suggestions for companies to increase engagement with their audiences through features such as live streaming and social media campaigns. The author also evaluates paid advertising on the company's social media to ensure it is on target and to see its impact on branding and customer engagement.

4. Optimization Strategy

Analysisevaluate several metrics, such as engagement rate, conversation rate, follower growth, and paid advertising effectiveness. Based on the data that has been collected, the author identified successful trends and several factors that still need to be maximized and

improved. From the results of the analysis, the author provides several recommendations on better digital marketing strategies to improve the company's branding and customer engagement.

METHODOLOGY

This study uses a qualitative approach to data collection in compiling the Final Internship Assignment. According to Creswell and Poth (2018), qualitative research aims to understand how individuals or groups view and experience an event in their lives. This is in line with the opinion of Merriam and Tisdell (2025), who stated that qualitative research helps researchers understand a problem more clearly through direct data collection from real experiences in the field. This approach was chosen because it would make it easier for the author to understand in depth how digital marketing strategies are implemented at KB Valbury Securities. The methods used are direct observation and interviews, with the research results explained in the form of descriptive descriptions. According to Agazu et al. (2022), research with descriptive methods helps researchers understand an event better through data collection from various sources, including direct observation, interviews, and document analysis. This approach provides a clearer picture of the situation being studied, as well as revealing the experiences of the people involved so that readers can feel a deeper context.

RESULTS AND DISCUSSION

This study aims to analyze how digital marketing strategies can be implemented effectively at KB Valbury Securities to improve branding and

customer engagement, as well as identify the challenges faced and strategies for optimizing the use of social media, especially Instagram and TikTok. Based on interviews with several employees of the KB Valbury Securities company, the effectiveness of digital marketing strategies can be assessed through several main indicators, namely the level of audience engagement on social media (engagement rate), the conversion rate from audience to active customers (conversion rate), and feedback from active customers. In addition, the study also found that one of the main challenges in digital marketing is maintaining the relevance of content amidst fierce competition. In addition, this study also found that one of the main challenges in digital marketing is keeping the content created relevant to the needs and interests of the audience, especially amidst increasingly fierce competition. To overcome these challenges, it is necessary to utilize paid advertising and optimize the use of social media which will be the main strategy to help increase the effectiveness of digital marketing at PT KB Valbury Securities.

Discussion

This discussion aims to analyze and explain the research results in depth by linking them to relevant theoretical foundations so that they can answer questions based on the data that has been obtained.

1. The Effectiveness of Digital Marketing Strategies in Increasing Customer Engagement.

From the interview results, it can be concluded that the digital marketing strategy at KB Valbury Securities can be assessed from various indicators, such as the

number of likes, comments, shares, views, and direct interactions with the audience through messages or discussions on social media. This finding is in line with the digital marketing theory put forward by Kotler et al. (2021), which states that digital marketing aims to build broader and more personal interactions with customers through various digital platforms. In addition to engagement rate, conversion rate is also a key indicator in assessing the success of a digital marketing strategy. According to Chaffey & Ellis-Chadwick (2022), an effective digital marketing strategy does not only focus on engagement that can be converted into real actions, such as new account registrations or financial transactions. In the case that occurred within the KB Valbury Securities company, the level of success of the digital marketing strategy can be seen from the increase in the number of new customers obtained through digital platforms. The importance of customer engagement in digital marketing is also supported by the theory put forward by Zhafira & Afista (2023), which states that customer engagement is not just an ordinary interaction, but also reflects the emotional relationship between customers and the company. High customer engagement can increase their loyalty and trust in the company. This is also in accordance with research conducted by Taruli, Chan. & Tresna (2020), which highlights how gamification and interactive content on social media can significantly increase customer

engagement. Therefore, in an effort to increase customer engagement, KB Valbury Sekuritas needs to consider a more interesting and interactive content strategy, such as the use of short educational videos or live sessions to improve communication with the audience.

Digital marketing plays an important role in increasing brand awareness and building a strong corporate image. Effective digital branding can be seen from how many new customers know and connect with the KB Valbury Securities company, and how this branding can drive customer investment decisions. Cahyono & Laksana (2023) emphasize that a good digital branding strategy must include information accessibility, interactivity, and trust, all of which can be built through effective digital marketing. Thus, the results of the research conducted by this author strengthen the theory that digital marketing not only functions as a tool to increase company visibility, but also as a means to build long-term relationships with customers through ongoing interactions and strong branding strategies. To increase its effectiveness, KB Valbury Securities can further optimize its digital marketing strategy by ensuring that the content uploaded is relevant to the target audience and is able to create meaningful engagement.

2. Challenges in Optimizing Digital Marketing at KB Valbury Securities.

From the interview results, it can be concluded that there are several main challenges faced by

the company, these challenges include content relevance, level of audience engagement, innovation in marketing content, and limited human and technical resources in implementing digital marketing strategies. When you want to maintain content relevance to remain attractive to the audience amidst fierce competition. Content that is less specific to local audiences often does not get the expected response. This is in line with the opinion of Salonen et al. (2024), which states that effective social media marketing must adapt content to the needs of the audience at each stage of the customer journey. Therefore, KB Valbury Securities needs to conduct more in-depth research on the needs and preferences of their audience to create more personal and relevant content. In addition, increasing initial audience engagement is also an important challenge. If content fails to grab the audience's attention in the first few seconds, they are unlikely to continue interacting further. Research by Artmucu et al. (2023), which shows that a successful social media-based marketing strategy relies heavily on content interactivity. Therefore, KB Valbury Securities needs to apply a more creative approach in creating content, such as using an interesting short video format, utilizing social media trends, and storytelling techniques that can build emotional connections with the audience.

Another challenge is innovation and creativity in digital marketing. Given the large number of competitors who also use social media for marketing, KB Valbury

Securities must continue to innovate in order to remain competitive. Nardo & Prasetyo (2022) highlighted that creativity in digital marketing can be a major differentiation factor, especially in attracting customers in the digital era full of information. One strategy that can be implemented is to adopt an interactive marketing approach, where the audience can engage directly with the content, such as through polls, question and answer sessions (Q&A), or gamification similar to the "shopee tanam" feature which has been proven to increase customer engagement (Taruli, Chan, & Tresna, 2020). Limited human and technical resources are also a challenge in marketing for KB Valbury Securities. Not all branches have a competent digital marketing team to implement the strategies that have been designed. This is in accordance with research by Dwivedi et al. (2021), which states that one of the main obstacles in digital marketing is the lack of workers who have expertise in digital marketing. To overcome these challenges, KB Valbury Securities can increase the effectiveness of their digital marketing and maximize the potential of social media as a tool to strengthen branding and customer engagement.

3. Social Media Optimization and Paid Advertising Strategies for Digital Marketing

From the interview results, it can be concluded that consistency in uploading content is the main factor in building a strong digital presence. Content that is uploaded

regularly can increase the opportunity for interaction with the audience and maintain their engagement. This is in accordance with the theory put forward by Cahyono & Laksana (2023), which states that effective digital branding must be supported by interactivity and consistency in conveying information. Therefore, KB Valbury Sekuritas needs to have a planned content schedule to stay relevant and not lose its audience. In addition to consistency, utilizing social media trends is also an important strategy in increasing content reach. Content that follows trends such as the use of popular music, challenges, viral concept carousals, or popular video concepts can have a greater chance of getting the audience's attention. This is supported by research by Nardo & Prasetyo (2022), which shows that the use of attractive visual elements combined with relevant information in social media advertising can significantly increase the effectiveness of digital marketing. The use of paid advertising is also one of the main strategies in digital marketing at KB Valbury Sekuritas. Several sources stated that paid advertising has been used to increase content reach, attract new audiences, and reach people who have not followed the company's social media accounts, but paid advertising has only been used for Instagram social media, not TikTok social media, so its utilization has not been maximized. This finding is in line with research by Dwidevi et al. (2021), which highlights that paid advertising allows companies to target specific

audiences based on their demographics, location, and interests. By maximizing the use of the Instagram Ads and TikTok Ads features carried out by the author together with the company's digital marketing team, KB Valbury Sekuritas can reach potential customers more effectively. Based on interviews with several sources, it is known that the utilization of paid advertising is still not optimal in all KB Valbury Sekuritas branches, resulting in limited content reach.

The use of digital events such as webinars or investment classes was also mentioned in the interview because this can be a strategy to increase customer engagement and the number of social media followers. This strategy utilizes webinar participants to follow KB Valbury Sekuritas' social media accounts when they want to register for a webinar, so that the company can increase the number of audiences who engage directly with their brand. This strategy is in line with the theory of Zhafira & Afista (2023), which emphasizes that interactive customer experiences can strengthen customer engagement and build long-term relationships with the company. By implementing this strategy, KB Valbury Sekuritas can further maximize social media and paid advertising to increase the effectiveness of its digital marketing. The use of innovative technology and strategies can help companies expand their market reach, increase brand awareness,

and build closer engagement with customers.

CONCLUSION

This study confirms that digital marketing plays an important role in building branding and increasing customer engagement. With the right strategy, KB Valbury Securities will be able to more effectively utilize social media and various digital platforms to strengthen brand image and attract more potential customers. However, to achieve maximum results, the company needs to face existing challenges with more targeted and sustainable digital marketing innovation and strategies.

Suggestion

Based on the conclusions that the author has conveyed above, here are some suggestions from the author that can be implemented by KB Valbury Securities to increase the effectiveness of its digital marketing strategy:

1. Companies need to optimize digital content that is more interactive and relevant to the target audience. Interesting and educational content can help increase customer engagement and strengthen brand image. Utilizing social media features such as live streaming, polls, and Q&A sessions can be an effective strategy to increase customer engagement more actively.
2. Consistency in content creation and publication must continue to be improved so that the audience continues to get relevant and interesting information. The KB Valbury Sekuritas digital marketing team can create a more structured upload schedule and take advantage of social media trends so

that content is not left behind and remains interesting to the audience. Creativity in presenting content, such as the use of storytelling or interesting visualizations, can also help increase the appeal of the company's digital marketing.

3. Companies are advised to develop a digital marketing team to be even better. Given that digital marketing requires special skills, KB Valbury Sekuritas can hold internal training for the marketing team or recruit experts who have experience in managing digital marketing strategies. With a more skilled team, the implementation of digital marketing strategies can run more effectively and provide more optimal results.
4. The use of paid advertising needs to be optimized to expand marketing reach. By using features such as Instagram Ads and TikTok Ads, companies can reach a wider and more targeted audience. In addition, evaluation of the effectiveness of paid advertising needs to be carried out periodically to ensure that the strategies implemented have a significant impact on increasing customer engagement and sales conversions.
5. KB Valbury Sekuritas needs to improve synergy between the central and branch marketing teams so that digital marketing strategies can be applied evenly throughout the company's operational areas. Decentralization of digital marketing strategies can help branches adjust their marketing campaigns to local market needs, so that marketing effectiveness can increase overall.

6. Companies can hold webinars regularly and are given a target for the number of participants, this strategy is effective in attracting the attention of potential customers. Companies can also require

REFERENCE

- Agazu, b. g., Dejen, A. K., & Debela, K. L. (2022). A Comparative Review of Qualitative Research: A Guide
- Ambaphati, S. (2020). Analisis Strategi Pemasaran Perusahaan Sekuritas: Studi Komparatif PT. Phintraco Sekuritas Mataram dan PT. Indo Primer Sekuritas Mataram. *Schemata: Jurnal Pemikiran dan Penelitian Sosiologi*, 9(1), 103–124. <http://journal.uinmataram.ac.id/index.php/schemata>
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240(June). <https://doi.org/10.1016/j.actpsy.2023.104025>
- Cahyono, J. E., & Laksana, N. Y. (2023). Strategi digital branding melalui website guna menumbuhkan brand awareness Museum Sonobudoyo Yogyakarta. *Lektur: Jurnal Ilmu Komunikasi*, 5(2). <https://doi.org/10.21831/lektur.v5i2.19156>
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing* (8th ed.). Pearson. Retrieved from <https://id.scribd.com/document/761028560/PDF-Download-Digital-Marketing-8th-Edition-Dave-Chaffey-fulll-chapter>
- Chandra, Shobhana, Sanjeev Verma, Weng Marc Lim, Satish Kumar, and Naveen Donthu. 2022. participants to follow KB Valbury Sekuritas' social media accounts before registering to increase the number of followers and strengthen brand awareness.
- “Personalization in Personalized Marketing: Trends and Ways Forward.” *Psychology and Marketing* 39 (8): 1529–62. <https://doi.org/10.1002/mar.21670>.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications. https://spada.uns.ac.id/pluginfile.php/510378/mod_resource/content/1/creswell.pdf
- Dwivedi, Yogesh K., Elvira Ismagilova, D. Laurie Hughes, Jamie Carlson, Raffaele Filieri, Jenna Jacobson, Varsha Jain, et al. 2021. "Setting the Future of Digital and Social Media Marketing Research: Perspectives and Research Propositions." *International Journal of Information Management* 59 (June 2020): 102168. <https://doi.org/10.1016/j.ijinfo.mgt.2020.102168>.
- Dwiviolita, S., & Zuliarni, S. (2023). Customer Engagement, Customer Equity, and Their Influence on Consumer Repurchase Intention in E-Commerce Mobile Applications. *Jurnal Dinamika Manajemen*, 14(1), 55–71. <http://jdm.unnes.ac.id>
- Hafidh, Abdul Ahmad Hafidh Nurmansyah, Agus Rahayu, and Heny Hendrayati. 2024. "Digital Marketing Trends and

- Innovations in Indonesia: A Qualitative Exploration of Emerging Practices." *Kontigensi: Jurnal Ilmiah Manajemen* 12 (1): 50-53.
<https://doi.org/10.56457/jimk.v12i1.517>.
- Husna, N. N., & Juhana, A. (2024). Peran elemen visual dalam upaya meningkatkan brand identity perusahaan: Tinjauan literatur yang sistematis. *Jurnal Tanra*, 11(2), 129-140.
<https://ojs.unm.ac.id/tanra/article/download/53906/28444>
- Kosasih. (2021). Analisis deskriptif karakteristik jiwa wirausaha UMKM dalam pembentukan cluster industri. *Ekono Insentif*, 15(1), 20-27.
<https://doi.org/10.36787/jei.v15i1.501>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of marketing* (18th ed., Global ed.). Pearson Education Limited.
- Mahida, R. (2024). A study on the impact of digital marketing on the Indian economy. *Vidya - A Journal of Gujarat University*, 3(1), 24-34.
<https://doi.org/10.47413/vidya.v3i1.302>
- Nardo, L., & Prasetyo, B. (2022). PENGARUH KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA BEAT PADA DEALER CV. SUPRA JAYA MOTOR CIANJUR. *TRANSEKONOMIKA: AKUNTANSI, BISNIS DAN KEUANGAN*, 2(5), 433-448.
<https://doi.org/10.55047/transekonomika.v2i5.234>
- Nurhaliza, N., Nursyahfira, N., Wulansari, R., Ningrum, S., Saputra, M., Astuti, A., & Zulfah, Z. (2021). Validasi Instrumen Eksplorasi Etnomatematika pada Tradisi Manggelek Tobu di Kuok. *Jurnal Pendidikan Tambusai*, 5(1), 2650-2657.
<https://doi.org/10.31004/jptam.v5i1.8276>
- Plangger, K., Grewal, D., de Ruyter, K. et al. The future of digital technologies in marketing: A conceptual framework and an overview. *J. of the Acad. Mark. Sci.* 50, 1125-1134 (2022).
<https://doi.org/10.1007/s11747-022-00906-2>
- Ramadhania, S., Hayati, K., Supriyono, S., & Sugito, S. (2022). Upaya peningkatan angka penjualan di Kelurahan Rungkut Menanggal melalui program pendampingan digital marketing UMKM pengrajin kain batik. *Jurnal Pengabdian Masyarakat Indonesia*, 2(5), 531-536.
<https://doi.org/10.52436/1.jpmi.720>
- Rohmawati, T., Selvia, E., Monica, E., Welizaro, R., & Saputra, H. (2021). Teknologi pemasaran digital untuk branding. *Journal of Information System, Applied, Management, Accounting and Research*, 5(3), 638-643.
<https://doi.org/10.52362/jisamar.v5i3.479>
- Rorizki, F., Sakinah, S., Dalimunthe, A., & Silalahi, P. R. (2022). Perkembangan dan tantangan pasar modal Indonesia. *Economic Reviews Journal*, 1(2), 147-157.
<https://doi.org/10.56709/mrj.v1i2.24>

- Salonen, A., Mero, J., Munnukka, J., Zimmer, M., & Karjaluo, H. (2024). Digital content marketing on social media along the B2B customer journey: The effect of timely content delivery on customer engagement. *Industrial Marketing Management*, 118, 12–26.
<https://doi.org/10.1016/j.indmarman.2024.02.002>
- Saputro, S. A., & Safuan, S. (2024). Pengaruh Kompetisi Perbankan terhadap Stabilitas Keuangan: Pengujian Hipotesis Competition-Stability vs. Competition-Fragility. *Jurnal Ekonomi Indonesia*, 13(1), 43–67.
<https://doi.org/10.52813/jei.v13i1.519>
- Sari, A. B. N., Widhihatmini, Utomo, A. S., Utari, T., & Warhamni, D. (2023). Instagram Content Strategy in Increasing Brand Awareness of Museum Sonobudoyo Yogyakarta. *Jurnal Pekommas*, 8(2), 231–242.
<https://jkd.komdigi.go.id/index.php/pekommas/article/view/5141>
- Setianingsih, F. E., & Aziz, F. (2022). Pengaruh media sosial marketing TikTok terhadap minat beli online di Shopee. *Jurnal Administrasi Bisnis (JANIS)*, 11(2), 107–116.
<https://ejournal.undip.ac.id/index.php/janis/article/view/42602>
- Setiawan, A., Pusporini, W., & Dardjito, H. (2020). Observation Instrument for Student Social Attitude in Primary Schools: Validity and Reliability. *Jurnal Penelitian dan Evaluasi Pendidikan*, 24(1), 76–87.
https://www.researchgate.net/publication/343747660_Observation_instrument_for_student_social_attitude_in_primary_schools_VValidity_and_reliability
- Smith, J. (2024). Innovative impacts of digital marketing on business strategy: A systematic review. *International Journal of Research Publication and Reviews*, 5(5), 2296–2300.
<https://doi.org/10.55248/gengpi.5.0524.1201>
- Taruli, A. E., Chan, A., & Tresna, P. W. (2020). The effect of gamification “Shopee Tanam” version on the customer engagement of Shopee Indonesia mobile application (Survey of Shopee In-App Games Users in Bandung City). *AdBispreneur: Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*, 5(3), 283–295.
<https://doi.org/10.24198/adbispreneur.v5i3.30265>
- Tisdell, E. J., Merriam, S. B., & Stuckey-Peyrot, H. L. (2025). *Qualitative research: A guide to design and implementation* (5th ed.). John Wiley & Sons.
https://books.google.com/books/about/Qualitative_Research.html?hl=id&id=tRpCEQAAQBAJ to Design and Implementation. *The Qualitative Report*, 27 (8), <https://nsuworks.nova.edu/cgi/viewcontent.cgi?article=5748&context=tqr>
- Tuharea, J. (2023). Sosialisasi strategi pemasaran digital pada siswa SMA Negeri 31 Maluku Tengah. *Pattimura Mengabdi*, 1(3), 168–173.
<https://doi.org/10.30598/pattimura-mengabdi.1.3.168-173>

Yuliawati, Y., Oesman, I., Syahril, D., & Yugistira, B. (2023). Sosialisasi penerapan digital marketing pada pelaku UMKM di Desa Lebak Muncang Ciwidey. *Dedikasi PKM*, 4(1), 126. <https://doi.org/10.32493/dedikasiipkm.v4i1.28096>

Zhafira, T., Kinasih, D. D., & Hardilawati, W. L. (2023).

Pengaruh customer engagement dan customer experience terhadap loyalitas pelanggan pada ESL Express Cabang Soekarno Hatta Pekanbaru. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1), 347-356. <https://jom.umri.ac.id/index.php/emba/article/view/910>.