

# Determining an Effective Marketing Strategy for Promotion on Social Media Platforms: A Case Study of Photography Journey Picture

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## Abstract

This study aims to determine the most effective promotional strategies for the Journey Picture, a selected Indonesian photography company in order to effectively reach a wide range of customers through online social media platforms. The study employs qualitative research design using a case study, where data collection is carried out through interviews with the owner of Journey Picture Photography. The study is based on internal factor analysis strategy (IFAS) and external factor analysis strategy (EFAS) matrix, SWOT matrix, and Cartesian SWOT analysis diagram. The results show that an IFAS value of 0.05 and EFAS of 0.47, place the SWOT analysis diagram in quadrant 1. This position indicates that the strategy needed by the company is a strength-opportunity (SO) strategy, which utilizes the company's strengths to capture opportunities. The SO strategy is expected to increase profitability and competitiveness of the company by strengthening existing opportunities and creating new opportunities for the company. It is anticipated that companies can implement an effective growth strategy by overcoming external threats and taking advantage of the many opportunities in the field of photography service. The results of this study provide alternative business development strategies that can be implemented by Journey Picture based on the SWOT analysis.

## 1. Introduction

The economy of local community has experienced many changes and developments during the era of economic globalization. In addition, the current market has also entered into a market mechanism system, which creates a competitive structure within the agreement. Indonesia is one of the developing countries impacted by this change. In theory, the introduction of a competitive structure aims to increase efficiency and stimulate the company's desire to perform better than its competitors (Maulida & Indah, 2021). Companies must be able to adapt to changing conditions as a result of globalization and the increasingly rapid business development. Companies must create strategies to face intense business competition in order to survive (Diniaty *et al.*, 2019) and grow (Atmoko, 2018). Business expansion can be achieved by maintaining and increasing company sales by selling more products to a wider range of customers.

Technological developments, one of which due to digitalization and widespread use of internet, have changed the nature of interaction in marketing communication strategies from direct (conventional) to screen (internet marketing) (Agung and Darma, 2019). Online advertising strategies, especially on social media, are considered convenient, cost-effective, and able to reach most markets or consumers (Handika *et al.*, 2018). Apart from that, social media makes it easier for consumers to get the information they need by contacting them without wasting a lot of time and energy. Social media commonly used by people to promote and sell products include Facebook, Twitter, Instagram, Pinterest, Kaskus, WeChat, and Line.

The development of the creative industry, especially in the fields of photography and videography, is closely linked to changes in people's lifestyles. The evolution allows people to preserve important moment of their lives such as weddings, birthdays, graduations in the form of photos and videos. In fact, the creative industry is currently one of the strengths of many developing industries in Indonesia (Herlina *et al.*, 2020). Photography is a technique and art that is present in various fields of human life. Photography is used for conservation purposes, for example in family, information or institutional archives. Photography is also used on social media, such as celebrity photography, business persuasion, and modeling photography. Additionally, photography, like artistic photography, provides creativity and thoughtful discussion. The evolution of photography is marked by advances in technology, especially social media which has become the main means of sharing photographic moments and results. Business opportunities in the world of photography are very open and generate profitable income (Risa Aisyah, 2023).

Using social media as a marketing tool for companies in the era of Industrial Revolution 4.0 is a good strategy, as the online platforms help to increase their reach to various social groups. Social media is a digital platform that enables marketers to build effective customer relationships and offers them incredible opportunities to generate profits. Business would be able to recognize followers and visitors by sharing information, identify consumer demographics, including age, language they speak, and gender. The data helps in targeting the right customers, which is also important for the branding process (Neneng Nurmalasari & Masitoh, 2020). As such, social media plays an important role in a company's marketing strategy and in educational marketing.

This study conducts a case study on one local Indonesian photography business. The business addressed as Photography Journey Picture was established in 2018. Jurnal Picture is not only committed to providing the best service with various types of professional photography services, but it also strives to provide quality photo results. This will ensure customer satisfaction and loyalty as well as company's profitability. In the pre-research stage, an interview was conducted with the owner of Journey Picture Photography who revealed that even though they had utilized Instagram social media, the company has not completely focused on online marketing, instead they prioritize offline marketing strategies.

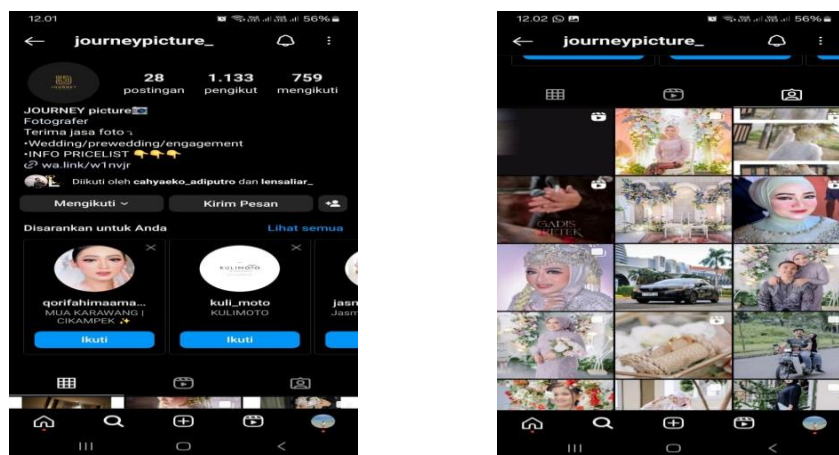


Fig. 1 Instagram Photography Journey Picture

In Fig. 1, it can be seen that, Journey Picture Photography has a total of 1,133 followers, with the number of posts currently reaching around 28 posts. This illustrates that despite having a presence on social media, Journey Picture Photography has not fully shifted their attention to the platform. This may be due to the greater focus of company owners on offline marketing strategies or due to other factors that influence their resource allocation. Marketing for the photography is carried out offline with offers to various local communities and wedding organizers. To increase competitiveness level of the business, Journey Picture must utilise social media accounts as an effective promotional strategy to reach wider customers segments in the market. Based on the phenomenon above, the study aims to examine the effective social media marketing strategies that should be

carried out by Journey Picture Photography. An interview was conducted with the owner of Journey Picture Photography who revealed that the business has made collaborations with several wedding organizers, as shown in Table 1.

**Table 1** Collaboration data between Journey Picture Photography and Wedding (Owner Photography Journey Picture, Data processed. 2023)

No	Collaboration Data
1	Aurora Wedding
2	Bopit Consuela Wedding Organizer
3	Qorifahima Wedding
4	Yasiah Bridal House

Based on the data listed in Table 1, it can be seen that Journey Picture Photography has collaborated with a number of Wedding Organizers for approximately six years, starting from 2018 until now. This collaboration has formed a strong bond between Journey Picture Photography and Wedding Organizer, marking a long and continuous journey in the industry. By referring to the collaboration that has existed for six years, it can be concluded that this partnership has made a significant contribution to the growth and success of both.

Risa Aisyah (2023) stated that the marketing strategy steps implemented among small businesses had not reached their maximum potential, especially in terms of social media promotion, and there were no strategic policies that supported the business growth, especially in the photography service sector. Understanding critical elements affecting the strategy, particularly through the lens of strength-weakness-opportunity and threat (SWOT) framework, will provide insights on the appropriate strategies that should be adopted by the company. The SWOT analysis that is supported by a matrix based on an internal factor analysis strategy (IFAS) and an external factor analysis strategy (EFAS), offers the right strategy quadrant for the business. According to Suryatman *et al.* (2021) the strategy obtained is a strategy in quadrant I which shows the strategy used is a Strengths - Opportunities strategy or also known as an aggressive strategy where the position is in a very profitable situation. The findings of this study are based on analysis carried out using IFAS, EFAS matrix, SWOT matrix, and Cartesian SWOT analysis diagram. This study seeks to conduct deeper research regarding marketing regarding social media carried out by Photography Journey Picture.

## 2. Literature Review

### 2.1 Marketing Strategy

Marketing strategy is a number of goals, assumptions, guidelines and principles that determine the direction, basis and distribution of marketing activities at all levels, including being a company's response to changes in the environment and competitive conditions. An additional meaning of marketing strategy is a set of strategies that determine the steps a business must take to achieve its goals. (Angraeni and Iriani, 2021). Meanwhile, Kotler and Armstrong in (Ayu Pangastuti and Nurhadi, 2021) indicate that a marketing strategy is a plan that outlines an organization's goals or expectations regarding how different marketing initiatives will influence market demand for its target product or product line. According to Atmoko in (Hendriyati and Santoso, 2021), guidelines for market segmentation, target market identification, positioning and marketing mix are found in the marketing strategy (Risa Aisyah, 2023).

Based on the definition above, it can be concluded that marketing strategy is a series of activities aimed at achieving goals and using innovative and creative ways of thinking to overcome trends that occur inside and outside the company that have an impact on the interests and future of the company. Marketing strategy is about determining the form of offering for a particular market segment. This can be achieved by ensuring there is a marketing mix which is the core of the marketing system. (Neni Sumarni & Syifa Pramudita Faddila, 2023).

According to Kaplan and Haenlin, social media refers to a collection of Web 2.0-based applications that allow users to generate and share content within applications. Facebook, Twitter, Instagram, YouTube, blogs and other well-known social media sites are used by millions of people in Indonesia. Social networks facilitate communication between individuals and millions of other users for marketers, this offers enormous potential and opportunities to utilize them as marketing communication tools. Social networks facilitate the exchange of information between users. Considering the huge potential of social media and the fact that big businesses make extensive use of it, this research aims to answer the following question, what are the reasons behind and the impact of marketers using social media as a marketing communication medium.

Social media is different in many ways from other marketing communication media, namely Always on and everywhere. Social media users can access it anytime and anywhere because it can not only be accessed via computer but also via cell phone/smartphone. This allows marketers to carry out marketing communications anywhere, anytime. (Untari and Fajariana, 2018). According to Van Dijk, quoted by Nasrullah in the book Social Media, "social media is a media platform that focuses on the existence of its users.

## 2. Research Framework

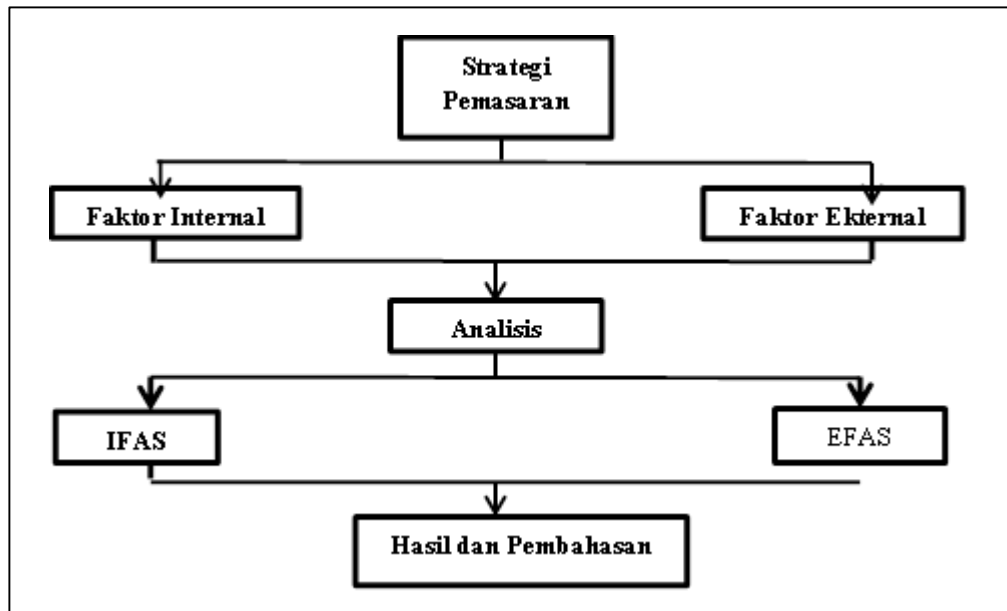


Fig. 2 Research framework

## 4. Research Method

A qualitative descriptive research approach based on a case study was used in this research. Qualitative research is defined as an approach to understanding and interpreting the meaning of human behavioral interactions in a particular environment from the researcher's perspective, and its conclusions cannot be confirmed using other statistical or computational approaches. Statistical data used in descriptive research is a technique of studying data by simply summarizing the data that has been collected, without the aim of making generalizations or conclusions that can be applied to all situations. Descriptive statistics provide a clear organization of data collection, which can yield important information. The location of this research is called Journey Picture Photography, which operates in the field of documentation services. Founded in 2018. The business location is at Perum Karawang Baru Block B RT30/RW007, Dec. Karanganyar, District. Klari, Kab. Karawang. Respondents in this data collection were carried out by interviewing internal and external parties as well as parties who understand and have the authority to develop Photography Journey Picture, consisting of 5 respondents, namely 3 internal and 2 external based on the specified criteria.

This qualitative descriptive data was obtained through interview and distributing in-depth questionnaires to participants to provide an overview of the obstacles and efforts to develop travel photography business in Karawang Regency. The study employs SWOT Analysis which is a strategic planning technique used to assess elements that represent opportunities, threats, weaknesses and strengths that have the potential to occur in relation to company goals on a larger scale (Utsalina & Primandari, 2020). SWOT is an analysis model that identifies the size of strengths or weaknesses, the size of the potential or risks that may occur. This analysis is shown in t Table 2.

## 5. Results and Discussion

Photography Journey Picture is a type of business in the field of photography that was founded in 2018 and is located at Perum Karawang Baru Block B RT30/RW007, Desa. Karanganyar, District. Klari, Kab. Karawang by running this business, Jurnal Picture not only provides a photography business but is also determined to provide the best service and strive to provide quality photos. With all kinds of professional photography services, Journey Picture provides the best service and photo quality. Journey Picture not only provides financial benefits, but also provides greater satisfaction when customers are satisfied with the work results after using Journey Picture services.

Based on data obtained from interviews and observations of Porter's five forces, the IFAS and EFAS matrix were established and are presented in Table 2 and Table 3.

**Table 2** SWOT Photography Journey Picture

Internal Factors	
<b>Strength</b>	
1.	The advantage of your business is having quality photography compared to competitors or other wedding photographers
2.	Complete photography tools
3.	Good shooting results
4.	High quality editing
<b>Weakness</b>	
1.	Limited resources
2.	Incomplete office facilities
3.	The target market is not yet broad
4.	The surrounding population is less supportive
<b>Opportunity</b>	
1.	The market share is increasing
2.	Many people are interested in photography
3.	Technological developments are increasingly advanced, making promotion and sales easier
4.	The lifestyle of society is increasingly modern
<b>Threat</b>	
1.	More and more competitors
2.	Tight price competition
3.	Competitors are increasingly sophisticated
4.	More and more smartphones are equipped with the best quality cameras

**Table 3** IFAS (Internal Factors of Strategy Analysis)

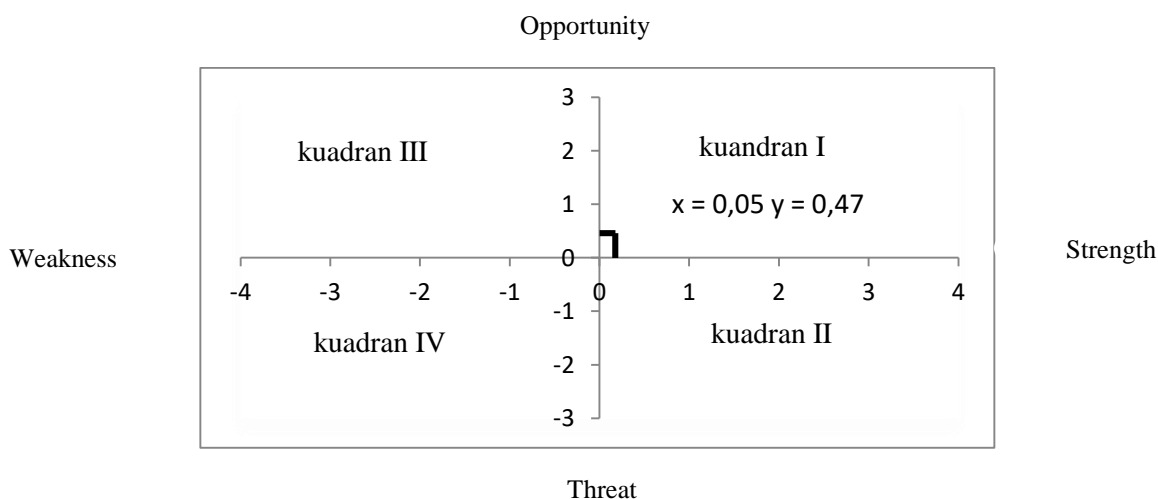
No	Internal Factors	Weight	Ratings	Score
<b>Strength</b>				
1	The advantage of your business is having quality photography compared to competitors or other wedding photographers	0.13	3	0.39
2	Complete photography tools	0.13	3	0.39
3	Good shooting results	0.13	3	0.39
4	High quality editing	0.13	3	0.39
	<b>Total</b>			<b>1.57</b>
<b>Weakness</b>				
1	Limited resources	0.17	4	0.70
2	Incomplete office facilities	0.13	3	0.39
3	The target market is not yet broad	0.13	3	0.39
4	The surrounding population is less supportive	0.04	1	0.04
	<b>Total</b>	<b>1.00</b>		<b>1.52</b>

Based on the IFAS analysis in Table 3, which includes the strength factors in Journey Picture Photography, there are 4 strength factors that are equally important and have an influence on the products of Journey Picture Photography. The most important weakness factor is limited resources because the recruitment system in this business still uses a family system, this is also caused by limited capital. The difference in scores between strengths and weaknesses is 0.05. This value can determine the X value on the SWOT diagram.

**Table 4** EFAS Matrix (External Factor Strategy Analysis)

No	External Factors	Weight	Ratings	Score
<b>Opportunity</b>				
1	The market share is increasing	0.11	4	0.42
2	Many people are interested in photography	0.13	5	0.66
3	Technological developments are increasingly advanced, making promotion and sales easier	0.13	5	0.66
4	The lifestyle of society is increasingly modern	0.08	3	0.24
5	An affordable price	0.11	4	0.42
Total Odds				2.39
<b>Threat</b>				
1	More and more competitors	0.11	4	0.42
2	tight price competition	0.11	4	0.42
3	Competitors are increasingly sophisticated	0.13	5	0.66
4	More and more smartphones are equipped with the best quality cameras	0.11	4	0.42
Total threat				1.92
Total		1.00		

Based on the EFAS analysis from Table 4, which includes opportunity factors in Journey Picture Photography, there are 2 opportunity factors that are equally important and have an influence on the products of Journey Picture Photography. The most important threat factor is the increasingly sophisticated progress of competitors, this is also caused by the intense competition between photography. The difference in scores between opportunities and threats is 0.47. This value can determine the Y value on the SWOT diagram.



**Fig. 3** SWOT diagram

Judging from the results of and can create opportunities to compete with other competitors in the same field. strategies that must be implemented in quadrant I.

**Table 5** *Advanced Matrix for Photography Journey Picture growth-oriented strategy*

Internal Factors \ External Factors	(S) Strength	(W) Weakness
	<ul style="list-style-type: none"> <li>The advantage of your business is having quality photography compared to competitors</li> </ul>	<ul style="list-style-type: none"> <li>Limited resources</li> <li>Incomplete office facilities</li> <li>The target market is not yet broad</li> </ul> <p>The surrounding population is less supportive</p>
	<ul style="list-style-type: none"> <li>Complete photography tools</li> <li>Good shooting results</li> <li>High quality editing</li> </ul>	
<p>(O) Opportunity</p> <ul style="list-style-type: none"> <li>The market share is increasing</li> <li>Many people are interested in photography</li> <li>Technological developments are increasingly advanced, making promotion and sales easier</li> <li>The lifestyle of society is increasingly modern</li> <li>An affordable price</li> </ul>	<p>SO Strategy</p> <ul style="list-style-type: none"> <li>Improve product quality to attract new customers.</li> <li>Increasing quality portrait results can increase customer satisfaction.</li> <li>Expand and increase collaboration with clients and other wedding services.</li> <li>Consistently share and post catalogs.</li> </ul> <p>Developing a strategy to take advantage of opportunities (O)</p>	<p>WO Strategy</p> <ul style="list-style-type: none"> <li>Create the best portfolio from the photos you take and share them on social media</li> <li>maintain good relationships with clients</li> <li>provide good service</li> </ul> <p>Develop a strategy to exploit opportunities (O) to overcome weaknesses (W)</p>
<p>(T) Threat</p> <ul style="list-style-type: none"> <li>More and more competitors</li> <li>tight price competition</li> <li>Competitors are increasingly sophisticated</li> <li>More and more smartphones are equipped with the best quality cameras</li> <li>Total threat</li> </ul>	<p>ST Strategy</p> <ul style="list-style-type: none"> <li>Maintain or increase the quality of the results in Journey Picture photos.</li> <li>Improve the quality of Journey Picture editing</li> </ul> <p>Develop a strategy to utilize strengths (S) to avoid threats (T)</p>	<p>WT Strategy</p> <ul style="list-style-type: none"> <li>Always keep up with the times</li> <li>Utilize social media as an effective marketing tool</li> <li>Use input from customer complaints to make the future better.</li> </ul> <p>Develop a strategy to reduce weaknesses (W) and avoid threats (T)</p>

Journey Picture is one of the Indonesian photography service providers that has helped enliven the documentation business. The company operates in the documentation services sector and was founded in 2018. Journey Picture uses capital funds originating from the company, called internal expenditure, to support its

business. The business location is located at Perum Karawang Baru Block B RT30/RW007 Village. Karanganyar District. District Clarity. Karawang. Journey Picture offers different types of photography that are popular and provides other types of professional photography services, such as: wedding photos, pre-wedding photos, maternity photos, family photos, photos of recitation and siraman events, engagement photos and various other event photos. In running this photography service business, Journey Picture is committed to providing the best service and strives to deliver quality photos. By offering a wide range of professional photography services and delivering high-quality photo services, Journey Picture not only reaps financial benefits but also ensures customer satisfaction, resulting in satisfied customers who are likely to use the service again.

The photographic Journey Picture has an IFAS and EFAS value of  $x = 0.05$  and  $y = 0.47$  in the SWOT diagram, which is in quadrant 1, so the strategy needed for appropriate development is the SO strategy and has good strength to get opportunities. This helps to improve progress in the pictures business and be able to compete with other competitors. This research is included in the growth-oriented strategy, which means it is used by companies to achieve long-term goals by outlining action plans to improve the company. This strategy helps companies increase sales of existing products or services in the market and thereby increase market share. There are four main growth strategies, namely market penetration, market development, product development, and diversification. A growth strategy can help a company improve what is already working well and develop, creating increased merchandise and increased visibility. This is consistent with research findings from PT Panarub Industri's diagram analysis. The Panarub Industry SWOT analysis is in quadrant I and uses the SO (Strengths – Opportunities) technique. Quoted in Suryatman *et al.* (2021).

Thus, the following are the results of implementing the Journey Picture Photography marketing strategy:

1. Improving product quality aims to innovate products, attract new customers and quality human resources
2. Quality portraits can produce stunning shooting results and attract the attention of customers who are satisfied with Journey Picture's products or services
3. The services provided and also make customers feel respected and appreciated.
4. Expanding the target market, increasing collaboration with clients and other wedding services, this aims to develop and expand the journey picture photography market so that it is more widely known among the public, especially the Karawang area, generally West Java.
5. Sharing catalogs and posting consistently will tend to get interaction, products will be better known and can help improve SEO (search engines).

## 6. Conclusions and Implications

### 6.1 Conclusion

Based on this alternative business development strategy using SWOT analysis, the journey picture has an IFAS value of 0.05 and an EFAS of 0.47 which shows that the SWOT analysis diagram is in quadrant 1. Based on this, the strategy needed for appropriate development is the SO strategy and has good strength to get opportunities so that it can increase progress in journey picture business, and able to compete with other competitors. So this research has an opportunity that must be utilized by companies to achieve long-term goals by outlining action plans to improve the company so that a Growth strategy is developed. By implementing a Growth strategy at Journey Picture Photography, the chairman and members of Journey Picture Photography strive to increase progress and compete with other competitors. Growth strategy is focused. The proposed growth strategy includes improving product quality, quality portrait results, expanding target markets, and consistent promotion through catalogs and social media. In this way, this company can increase its market share, expand its reach, and maintain its competitive advantage in the photography industry. By overcoming external threats and seeing the huge opportunities in journal picture photography using this growth strategy, it is hoped that the company can develop by strengthening existing opportunities and opening up new opportunities for journey picture photography to increase profits that can be utilized to develop the strengths it has. journey picture photography to compete with competitors.

### 6.2 Implications

The implication of this research is that the Journey Picture photography company has the potential to develop its business through implementing a growth strategy based on SWOT analysis. By implementing a growth strategy, the company can improve product quality, broaden the target market and expand the target market to maintain competitiveness in the world. Thus, the company is expected to be able to take advantage of existing opportunities and overcome external threats, so that it can develop and compete effectively with competitors. Some suggestions

for using social media to increase the success of Growth Strategy for Journey Picture include the use of Instagram, Facebook, TikTok, LinkedIn, Pinterest, and Website. By leveraging these various social media platforms, Journey Picture can increase reach, attract new audiences, and strengthen relationships with existing customers. This will support the proposed growth strategy and help the company compete more effectively in the photography industry.

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## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** T.M.R., E.S., L.R.K. and K.A.; **data collection:** T.M.R., E.S., L.R.K. and K.A.; **analysis and interpretation of results:** T.M.R., E.S., L.R.K. and K.A.; **draft manuscript preparation:** T.M.R., E.S., L.R.K. and K.A. All authors reviewed the results and approved the final version of the manuscript.

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