Participatory Book Publishing as a Digital Marketing Strategy for Literary Books on Instagram Account @halopenulis

Bayu Dwi Prasetyo[1]
Faculty of Economics and Business, Pakuan University, Bogor 16143, Indonesia

Langgeng Prima Anggradinata[2]
Faculty of Social and Humanities, Pakuan University, Bogor 16143, Indonesia

Amalia Salwa Salsabila[3]
Faculty of Economics and Business, Pakuan University, Bogor 16143, Indonesia

Abstract: The development of information technology and communication has significantly shaped the marketing landscape. In the current digital era, technology is critical in transforming how businesses market products and interact with consumers. The evolution of technology has altered the marketing paradigm, necessitating adaptation to these changes. Digital marketing has become an effective marketing model for building brand image and enhancing product engagement with consumers. In the publishing industry, a new model in digital marketing has emerged, namely the participatory book production process conducted by @halopenulis. Halo Penulis establishes a digital community to create an ecosystem and develop marketing strategies. This research aims to analyze the digital community activities on the Instagram account @halopenulis as an effort to build an ecosystem and marketing strategy. The study also analyzes the marketing strategies implemented by Halo Penulis through its Instagram account. This research uses a descriptive qualitative method using a netnographic approach and marketing strategy. A netnographic approach was used to analyze the activities carried out by Baca Publisher on its Instagram account to see the efforts of Baca Publisher in building an ecosystem. Then, a digital marketing strategy approach was used to analyze the marketing strategy carried out by Baca Publisher on its Instagram account as a digital marketing innovation. This research concludes that the digital marketing strategy carried out by Halo Writers using a netnographic approach has helped sales of books published by Halo Writers, namely by developing an integrated marketing communication strategy on Instagram social media.
Keywords: Digital Community; Participatory Production; Netnography

1. Introduction

The development of information and communication technology (ICT) is growing rapidly. Various business activities take advantage of ICT developments to run their business. Technological developments that occur impact developments in multiple sectors, such as marketing. Today, digital marketing is growing rapidly [1]. Many people have used technology and the internet for marketing purposes. Digital marketing has a significant role. Through digital marketing, sellers and consumers are connected to the internet. Thus, business relationships run more effectively [2]. Marketing and media strategies must be used appropriately to reach the intended market so that sales volume always increases [1].

We Are Social, and Hootsuite [3] reported that internet users in Indonesia increased by 17% or an increase of 25 million people from 2019. Meanwhile, according to APJII [4], internet users in Indonesia have reached 73.4% in 2020. We Are Social and Hootsuite report that as many as 93% of respondents search for products and services through the internet. As many as 90% of respondents visit online stores and 88% make transactions via the internet. In 2020, purchases of hobby products increased significantly, namely 67%. We Are Social and Hootsuite note that advertising on social media is a source of consumer knowledge in search of new products.

Digital marketing is no different from direct marketing. The difference lies only in the use of online media in marketing. Information and communication technology facilities (internet and digital platforms) are important in digital marketing. Digital marketing has become significant because of the breadth of reach [5,6]. Digital marketing is an internet-based marketing technique. Digital marketing is increasingly needed by many companies today [7].

According to IKAPI in the book Book Publishing Industry in Indonesia, the percentage of large publishers dominates in Jakarta at 60%. In Central Java, Yogyakarta, and East Java, the percentage of large publishers is 20%. In West Java, the percentage of large publishers is 17%. Meanwhile, outside Pualau Java, the

International Journal of Latest Engineering and Management Research (IJLEMR)
ISSN: 2455-4847
www.ijlemr.com || Volume 09 – Issue 06 || June 2024 || PP. 01-09

percentage of large publishers is 3% [8]. According to data, in 2017, one publisher in Indonesia controlled 61% of the publishing market [9]. Regional Secretary of West Java Province, Setiawan Wangsaatmaja, encouraged the West Java Indonesian Publishers Association (IKAPI) to digitize intensively. This answers the challenges of disruption due to the COVID-19 pandemic and Industry 4.0. [10]

The marketing strategy of literary books refers to areas or aspects that are still not fully optimized in marketing literary works. This happens because of (1) Lack of digital engagement. Many publishers or authors are not yet fully involved in digital marketing strategies. They are not active on social media and use little digital advertising. They also do not utilize digital platforms effectively. (2) Then, they don't have a digital partnership. Publishers and authors have not established close enough partnerships with digital media, book bloggers, or influencers. This kind of partnership can help expand the reach and increase reader trust. (3) Furthermore, they do not understand digital consumers. Publishers and authors do not yet have a deep enough understanding of digital reader behavior. These include online purchasing habits, digital book format preferences, and digital content consumption trends. (4) They don't have interactive content yet. Marketing strategies have not utilized interactive content that can increase reader engagement. This includesinteractive *e-books*, online quizzes, or digital discussion forums related to books.

Instagram is a platform used in digital marketing. Instagram is one of the most frequently used social media [4], in addition to Facebook. Instagram is becoming a widely used platform for digital marketing because it significantly impacts business [11,12]. The function of social media today is increasingly diverse. Social media is used for entertainment, educational, and marketing media [13].

Halopenulis Instagram account is the Instagram account of a book publisher that practices digital marketing. They have 30.2 thousand followers and regularly publish literary books in the form of novels or short stories. In doing digital marketing, the Instagram account has a unique way. They create digital communities. Then, they published the book in a participatory manner. Digital community members voluntarily submit short story works and publish them in books. The book is sold by publisher Halo-Author widely. However, they also bought the book. This Instagram account has an awareness-building strategy to involve many authors in every book publication successfully. The involvement of many writers can increase sales.

The participatory approach in producing a product has a high effectiveness of 68.4% [12]. Participatory approaches in production can increase care and trust. In addition, participatory approaches can increase the sense of belonging to a product [14]. This approach is used by Instagram publishers/account managers to build *awareness* so that—in addition to participating in writing on books—they also have a desire to buy.

This participatory approach is not just taken for granted. Publishers/managers build digital communities for continued participation. The literary community and literary production arecohesive. This happens because the literary community becomes a place for literary activists to produce literary works. They learn to write to produce a literary work in the form of a book [14]. Digital/virtual communities are a new form of literary community in Indonesia. They use digital platforms (social media) to gather, discuss, and create. Activities carried out virtually influence the knowledge and ability of its members [15].

Various studies discuss digital marketing. The research written by Kurniawan is entitled "Utilization of Instagram Social Media as Modern Marketing Communication in Batik Burneh" [16]. This study aims to analyze the role of Instagram as an online business medium for Batik Burneh. This research method is qualitative. The conclusion shows that Instagram media is not only a medium of promotion and introducing products but also a medium of communication with consumers. Instagram influences business. Instagram is becoming an effective communication medium.

Then, Muliawati and Retnasary [17] researched "Marketing Communication Strategy in Building Brand Image through Instagram Social Media". This study aims to find out marketing communication strategies through Instagram social media @ahlinyaobatmaag and find out the efforts of Instagram accounts to build brands and overcome communication problems. This research uses qualitative methods. The conclusion shows that Instagram is used to build brand and company image. Brand image building is done through advertising, promotion, publicity, and direct marketing. A factor that hinders communication between companies and consumers is marketing knowledge on social media. This happens because the company's human resources are limited.

Furthermore, Utari and Fajriana [18] conducted research entitled "Marketing Strategy through Instagram Social Media (Descriptive Study on @Subur_Batik Accounts)". This research aims to find marketing strategies through social media. This research method is a qualitative descriptive method. The conclusion shows increased sales after the account @Subur_Batik carried out marketing strategies on Instagram. Instagram can build the visual identity of a company's business.

Then, Handika and Darma [19] researched "Culinary Business Marketing Strategy Using Influencers Through Instagram Social Media". This study aims to analyze the impact of *influencers* on culinary business marketing through Instagram: The Night Market Café & Co-working Space. This research method is qualitative.

The conclusion shows that *influencers* can improve marketing on Instagram. In addition, *influencers* positively impact The Night Market Café & Co-working Space. Through Instagram, consumers know the uniqueness of The Night Market Café & its co-working Space in interior design.

The research proposed by the author is different from previous research. This research looks at aspects of marketing strategy and analyzes digital activitieson@halopenulis Instagram account. Halo Penulis seeks to build a digital literary community. The digital literary community has a significant role in producing, distributing, and consuming literary products (books). This research uses qualitative methods with a netnographic approach and digital marketing strategy theory. In the scope of literary research, multidisciplinary research is rarely conducted. The literary research does not discuss marketing aspects but focuses on cultural aspects.

This research analyzes the activities of the digital community of @halopenulis's Instagram accounts and examines@halopenulis's digital marketing strategies. This research method is qualitative. Researchers will conduct observations and interviews to collect data. Researchers use a netnographic approach to analyze marketing activities and techniques to analyze marketing carried out by @halopenulis.

2. Method

This research is qualitative descriptive research. This research uses a netnographic approach and digital marketing strategies. The netnographic approach was used to analyze the activities carried out by @halopenulis on his Instagram account. It aims to analyze @halopenulis efforts in building ecosystems. Then, the digital marketing strategy approach is used to analyze the marketing strategy carried out by @halopenulis on his Instagram account as a digital marketing innovation.

3. Data Collection and Analysis Techniques

The data collection techniques used are observation and interviews with @halopenulis. Observations are made based on the netnographic method. The following is the procedure for netnographic research [16].

1. Social network platform identification

Researchers determine the social networking platforms to be studied, such as social media, discussion forums, or *online communities*.

2. Identify target communities or groups

Once the social networking platform is determined, the researcher determines the target community or group to be studied. This can be done by searching for relevant keywords or searching on social networking platforms.

3. Collect data

Researchers begin collecting data from social networking platforms once the target community or group is determined. Data that can be retrieved includes posts, conversations, comments, user relationships, etc.

4. Data analysis

Once the data is collected, you can start performing data analysis using qualitative methods such as content analysis, discourse analysis, or social construction analysis.

5. Network mapping

Network mapping can be done by drawing relationships between users in the community or group under study, such as who often communicates with whom, who has a significant influence in the community, etc.

6. Interpretation and conclusion

Researchers make interpretations and conclusions from the data that has been analyzed and collected. The study's results can be used to understand social changes, *online communities*, or communication patterns in the digital world.

Researchers will look at the marketing principles carried out by @halopenulis Accounts in analyzing digital marketing strategies. Researchers will look at the marketing process, marketing research, consumer market determination, consumer buying behavior, and the buying decision process.

4. Results and Discussion

1. Netnografi

Netnography is a method used to analyze internet people's or netizens' behavior. In addition, this method is used for research to analyze social interactions within online platforms, for example, social media, discussion forums, or online communication [20, 21]. This research method can describe the activities of digital communities and a netnographic approach.

There are several characteristics of this approach [20]:

1. Focus on Social Interaction

This approach focuses on social interactions on a platform, such as conversations, users' social relationships, and other activities.

2. Using Digital Data

Posts on social media, conversations in chats, or comments on posts become data that can be analyzed.

3. Using Qualitative Analysis Methods

Netnography uses qualitative analysis methods that test the quality of an object/research subject. Content analysis, discourse analysis, and social construction analysis are done in a netnographic approach.

4. Focus on Context

Culture, norms, or network structure become the focus of the analysis. Netnography focuses on the context of the network.

Account @halopenulis is a medium for authors to publish books. This account is an account that has a *core book publishing business*. However, to publish books, account managers have a particular strategy: writing collectively. Writing collectively is writing together in the same medium, namely books. The published book is a potpourri book. The book contains various writings (short stories) from various authors. The following is the user's activity on the @halopenulis Instagram account.

Manager and User Activity

When starting a batch, the account manager @halopenulis opens a poll in the Instagram feed. The poll conducted is a poll for the cover of the book to be published. The cover of the book already contains the title. In the caption, the manager writes the theme and title of the book. They also wrote an outline of the book's theme. This is done to increase awareness of Instagram users or aspiring writers. The high level of interaction between managers and users can prove this. On the post, users polled for the cover. They write down the selected cover design number. They also comment on covers designed by the maintainer/publisher.

After that, the manager posts the program timeline, selected cover, description of the theme and benefits obtained, terms and conditions of registration, and manuscript requirements. There is a requirement that makes users / prospective authors have to join five other accounts. This method spreads information about this program's implementation among writers and Instagram users. In this way, user activity becomes more enhanced. Users interact with other users whose accounts are gamut.

To increase awareness again, the manager held a game for users. The games held are games related to the theme carried in the batch. For example, a user is assigned to write a letter or other writing. Thus, many user accounts fulfill the invitation from the manager and are welcomed by other users. The interaction that occurs is a two-way interaction.

In a later post, the account manager posted a reminder that the batch will be closed in a few days. The manager also informs the timeline, terms, and other information related to publishing information. In this post, there is interaction between users. Users remind each other by posting their accounts in the comments section. This reminder post is published three times in one publication period.

Next, the manager announces the champions and authors whose works are published in the batch. In this post, interaction occurs. Many comments contain gratitude and gratitude. If you look at it, the selected authors are 120-150 writers once the publication period. The authors were divided into three volumes.

Then, the account manager will open the pre-order at the last post of the publishing period. In this post, users can notify of problems that occur during booking. The @halopenulis admin responded. Users can order through e-commerce or direct messages via WhatsApp.

1. **Digital Marketing Strategy**

Digital marketing for books published participatory and collectively by @halopenulis involves using various *online* platforms anddigital marketing strategies to promote the book and gain support from readers. Here are the digital marketing strategies applied to books published collectively by @halopenulis Book Publishers.

1. **Utilization of social media and websites**

In carrying out digital marketing strategies, Book Publishers @halopenulis harness the power of social media by creating a dedicated account on Instagram for book projects by sharing interesting content, snippets, and regular updates to build reader enthusiasm and engagement. In addition, @halopenulis created a website called "Productive Writing and Producing Books," which contains contact persons, various social media accounts @halopenulis, and how to buy books and join communities.

2. **Maximization of Instagram features by @halopenulis accounts**

Instagram has various features that are designed so that it has many functions [18]. The @halopenulis account takes advantage of the following features on Instagram.

1. *Feed*. A *feed* is a homestream that shows posts from accounts followed by a user (user's home viewer) [23]. The account @halopenulis posts interesting content and various *events* through posts in the *feed*.

2. *Stories*. *Stories* are temporary posts that appear for 24 hours [24]. @halopenulis account usesthe *Stories feature*to upload various information in the form of testimonials, latest posts, and PO Books. *Stories* also support stickers, questions, and polls to engage with followers.

3. *Reels*. *Reel* is a feature to create and find short videos for 15 to 60 seconds. Users can add music creative effects and explore content created by other users. This allows @halopenulis Accounts to post more in-depth, creativity-focused video content.

4. *Highlights*. *Highlight* is a feature that allows users to save and display *expired Stories* on their profile. Accounts @halopenulis use this feature to highlight key moments, such as branding and identity, marketing and promotion, make it easier for profile visitors, and increase user engagement with content.

5. *Caption*. *Captions* are posts ortext users add as captions or descriptions to images or video posts they share on the Instagram platform. The account @halopenulis uses the caption feature in the form of stories, humor, thoughts, or information related to the post.

6. *Hashtags*. *Hashtags* help categorize content and make it easy for people with similar interests to find it. Accounts @halopenulis includerelevant *hashtags* withcaptions to increase the visibility of posts and make them easier to find by users with similar interests, increasing visibility, branding, and participation in trends.

1. **Writing Community**

Book Publisher @halopenulis has a community called "Writing Community" in the form of groups with the same writing interests and hobbies. Members of this community share ideas, provide support, and give feedback to each other regarding their writing. The writing community can form a supportive and inspiring environment for writers, whether they are just starting to write or already experienced.

@halopenulis Group accounts have three central communities managed directly by @halopenulis Group Account admins. The three communities are the Writer's Room, the Poet's Room, and the Quotes Room. The Writer's Room is a community that allows you to learn and discuss authorship. The Poet's Room is a community where you learn and discuss poetry. Sedagkan Ruang Quotes is a community that allows you to learn and discuss quotes and words. [25]

Writing Community Activities include: [25]
1. Daily authorship discussions
2. Mutual correction of written works
3. Complaining about the writing
4. @halopenulis Group Account Admin regularly shares information related to *events*/promos from @halopenulis Account
5. Regular authorship webinars every month
6. Community members can apply as mentors in regular authorship webinars (there are *fees* and certificates)

The rules/conditions for following the Writing Community are:[25]
1. Promotion of goods/services is prohibited
2. Promotion of events *outside the @halopenulis Group Account* is prohibited
3. It is forbidden to discuss those that contain elements of SARA
4. Do not disturb other members via private chat
5. Promotion of works in written form is allowed
6. Sharing videos or video links except written videos is prohibited
7. No entry in two/three communities at once [choose one of 3 @halopenulis Group Account communities
8. Free promotion/share personal social media links for Sundays
9. *Writing Event*

Book Publisher @halopenulis created a campaign page in the form of a special event that highlights books published collectively; the*event* is called "Write Books Together". The flow of the *event* is as follows.

1. ***Cover Polls***. *A cover poll* was conducted to choosethe book's cover.
2. Invitation to "Write a Book Together". In this invitation, the @halopenulis Account in *its event post includes information related to the title and theme of the book, timeline,* registration, terms, and conditions for people to participate or support, and *participation benefits*.
3. Announcement of Selected Authors. The announcement of the selected author *in the* Write Together event is listed in the Instagram post and website of Halo Writer Group.
4. Book Pre-Order *Information*. After the announcement of the selected authors at the Writing Together event, books with several volumes published can already be ordered.

In addition tothe Book Writing *Together event*, @halopenulis held various competitions, such as short story writing and poetry. *Writing competition events* can have various functions in book publishing marketing. Some of the main benefits of organizinga writing competition event by @halopenulis are as follows.

1. Raising Awareness about Publishing

Writing contests can be an effective tool to raise awareness about publishing and help promote books published by publishers. Bringing up the publisher's name through a writing competition can attract the attention of potential writers and readers.

2. Increased Interaction on Social Media

Writing competitions can be an interesting topic of conversation on social media. Participants, authors, and publishers can share about the contest on platforms like Facebook, Twitter, or Instagram, increasing visibility and engagement.

3. Increase Book Sales

If the writing competition attracts attention and fosters interest in the works of the authors involved, it can increase sales of books published by publishers.

4. Increase in Followers and Customers

Through participation in writing contests, publishers can increase their followers on social media, newsletter subscribers, or loyal readers. This creates a more extensive audience base for future marketing activities.

5. Improve *Publisher Branding*

Publishers can build a positive image and strong branding through support for writing competition events. Publishers supporting the author community are often seen as advocates of creativity and talent.

1. Direct selling

Book marketing through *Direct selling* is a strategy where publishers or authors sell books directly to consumers without involving intermediaries such as bookstores or *online* marketing *platforms. Online direct selling* ofinformation related to products, promotional programs, and services can be optimized continuously by utilizing various digital media platforms [22]. In direct marketing, this promotional tool can only reach specific consumers. However, messages conveyed through direct marketing can be adjusted to the intended consumer's character and response and updated quickly [27].

Book publishers @halopenulis use the *Direct selling* methodby holding Book Writing *Together events* and other writing competitions. In addition, inthe *Direct selling* method, the @halopenulis Account also offers

bonuses or additional content to those who support or purchase books at the participatory stage. These can be limited editions, discounts, and other gifts.

5. Conclusion

Based on the results of the research that has been described, it can be concluded that the digital marketing strategy carried out by the @halopenulis Account with a netnographic approach, has helped the sales of books published by the @halopenulis Account, namely by developing an integrated marketing communication strategy on Instagram social media @halopenulis, writing communities, writing events and direct selling. The significant impacts on the business policies of publishers and authors related to this research are as follows:

1. Optimization of Digital Platform Use

This research provides insight into the most effective digital platforms for literary book marketing. This can influence business decisions regarding marketing budget allocation and focus more on the platforms that deliver the best results.

2. Enhanced Collaboration and Partnership

Research findings can stimulate publishers and authors to establish partnerships with digital platforms, book bloggers, or influencers who can help in marketing. This can create helpful collaboration opportunities.

3. Improved Digital Reader Experience

By understanding the preferences and habits of digital readers, publishers and authors can enhance the reader experience through digital formats, such as *interactive e-books*, audiobooks, or additional content that can be accessed digitally.

4. Adaptation to Technological Changes and Trends

Digital marketing research can help publishers and authors stay relevant in the face of technological changes and trends in the digital world. This includes adjustments to search engine algorithms, digital platform policies, and consumer trends.

5. Increased Visibility and Market Reach

This research can help publishers and authors identify effective digital marketing strategies to increase a book's visibility and reach more readers. Thus, books of literary works can get a wider market reach.

6. Price and Offer Adjustments

The study results can help publishers and authors determine more appropriate pricing strategies and attractive offers for digital audiences. These customizations can include special discounts, bundles with other digital products, or other tactics.

Acknowledgments

Reference

[1].   Gumilang, Risa Ratna. Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. Jurnal Ilmiah Manajemen. 2019;10(1):9-14.
[2].   Depari GS, Alfonsius, Tambunan E, Purba R. Pemasaran Digital di Era Pandemi Covid-19. ABDIKAN: Jurnal Pengabdian Masyarakat Bidang Sains dan Teknologi. 2022 May 30;1(2):109–13.
[3].   We Are Social dan Hootsuite. Digital 2020 Indonesia. 2020.
[4].   APJII. Laporan Survei Internet. 2020.
[5].   Wahyudi, Mukrodi, Sugiarti E, Marayasa IN, Mawadi S. Mengenal Pemasaran Digital dan Market Place: Solusi Meningkatkan Penjualan di Masa Pandemi Covid-19. Jurnal PKM Manajemen Bisnis. 2022;2(1):44–53.
[6].   Wardhana A. Strategi Digital Marketing dan Implikasinya pada Keunggulan Bersaing UKM di Indonesia. In: Forum Keuangan dan Bisnis IV [Internet]. Bandung: Universitas Pendidikan Indonesia; 2015. p. 327–37. Available from: https://www.researchgate.net/publication/327069950
[7].   Suwarno, Bambang. et al. (2023). Manajemen Pemasaran (Konsep dan Strategi Digital Marketing). Karawang: CV Saba Jaya Publisher.
[8].   IKAPI. (2015) Industri Penerbitan Buku dalam Data dan Fakta.
[9].   Nurjanah, R. (2017). Industri Buku di Indonesia. Retrivied September 28, 2019, from

https://kumparannews/industri-buku-diindonesia

[10]. Pusat Pemerintahan Provinsi Jawa Barat. IKAPI JABAR. 2022. Diakses dari https://jabarprov.go.id

[11]. Resky K, Sucipto R, Fauziah Yahya A. Strategi komunikasi pemasaran digital subway indonesia melalui reels instagram @subway.indonesia. Jurnal Komunikasi Profesional [Internet]. 2022;6(1):68–78. Available from: http://ejournal.unitomo.ac.id/index.php/jkp

[12]. Kusuma DF, Sugandi MS. Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. Jurnal Manajemen Komunikasi. 2018;3(1):18–33.

[13]. Pratiwi, V., Wahid Program Studi Ilmu Komunikasi, U., Budi Luhur Jl Ciledug Raya No, U., Utara, P., Pesanggrahan Kota Jakarta Selatan, K., & Khusus, D. (2021). STRATEGI PEMASARAN DIGITAL DALAM MENINGKATKAN PENJUALAN PT. BUKKU MEDIA INTEGRASI (BUKKU) PADA MASA PANDEMI COVID 19 MELALUI INSTAGRAM @BUKKUID. Jurnal Komunikasi Universitas Garut: Hasil Pemikiran Dan Penelitian, 7(2), 710–724

[14]. Bagus I, Manuaba P. Komunitas Sastra, Produksi Karya, dan Pembangunan Karakter. Vol. 19. 2019.

[15]. Artika IW. Komunitas Sastra di Media Sosial dan Kaitanya dengan Kegiatan Literasi di Sekolah. In: Seminar Bahasa, Sastra dan Pengajarannya (PEDALITRA I) . 2021. p. 270–6.

[16]. Kurniawan P. Pemanfaatan Media Sosial Instagram sebagai Komunikasi Pemasaran Modern pada Batik Burneh. Kompetensi. 2017;11(2):217–25.

[17]. Mulitawati IM, Retnasary M. Strategi Komunikasi Pemasaran Dalam Membangun Brand Image Melalui Sosial Media Instagram (Studi Kasus Deskriptif Komunikasi Pemasaran Produk Polycrol Forte Melalui Akun Instagram). Jurnal Pengembangan Ilmu Komunikasi dan Sosial. 2020;4(1).

[18]. Untari D, Fajariana DE. Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur_Batik). Widya Cipta [Internet]. 2018;2(2):271–8. Available from: http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta

[19]. Handika MR, Darma GS. Strategi Pemasaran Bisnis Kuliner Menggunakan Influencer Melalui Media Sosial Instagram. Jurnal Manajemen dan Bisnis [Internet]. 2018;15(2). Available from: http://journal.undiknas.ac.id/index.php/magister-manajemen/

[20]. Bakry US. Pemanfaatan Metode Etnografi Dan Netnografi Dalam Penelitian Hubungan Internasional. Global & Strategis. 2017;11(1):15–26.

[21]. Nasih M, Susanto OM, Fanshury AR, Hermawan S. Influencer dan Strategi Penjualan: Studi Netnografi pada Penggunaan Jasa Selebgram sebagai Media Promosi. Benefit Jurnal Manajemen dan Bisnis. 2020;5(2):135–44.

[22]. Valiant, V. (2020). Instagram sebagai Media Eksistensi Diri. Universitas Persda Indonesia, 1(1), 1–79.

[23]. Farid, M., & Farhah, E. (2021). Pemanfaatan Algoritma Instagram dalam Meningkatkan Promosi ODTW Budaya (Studi Kasus di @KampungbudayaPijiWetan). Cakra Wisata, 22(2), 1–8.

[24]. Digital Delane. Are Instagram Stories More Importnad Than Statis Instragram Post?. Diakses 26 Desember 2023 dari https://digitaldelane.com/are-instagram-stories-more-important-than-static-instagram-posts

[25]. Halo Penulis. Produktif Menulis dan Menghasilkan Buku. Diakses 26 Desember 2023 dari https://halopenulis.com/.

[26]. Lancia, F. (2019). OPTIMALISASI KUALITAS PELAYANAN PADA ONLINE STORE (TOKO ONLINE) MELALUI KOMUNIKASI PEMASARAN INTERAKTIF UNTUK MENINGKATKAN LOYALITAS PELANGGAN (Studi Kasus Pada Kualitas Pelayanan www.gramedia.com). Akrab Juara, 4(5), 165–182.

[27]. Eksis, J. (2011). Pengaruh Stimuli Bauran Komunikasi Pemasara Terhadap Penjualan Rumah Di Perumahan Grand. 7(2), 1905–1915.

Profil Penulis

Bayu Dwi Prasetyoadalah pengajar di Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Univesitas Pakuan. Ia membidangi disiplin ilmu manajemen pemasaran. Ia menyelesaikan studi S-1 dan S-2 di Universitas Trilogi. Kini, ia menjabat sebagai Asisten Wakil Dekan Bidang Kemahasiswaan.

Langgeng Prima Anggradinata adalah pengajar di Prodi Sastra Indonesia, Fakultas Ilmu Sosial dan Ilmu Budaya (FISIB), Universitas Pakuan. Ia menyelesaikan program sarjana di program studi Bahasa dan Sastra Indonesia FPBS Universitas Pendidikan Indonesia (UPI) dan program magister di program studi Ilmu Susastra FIB Universitas Indonesia (UI).

Ia memiliki ketertarikan pada isu-isu gender dan interaksi lintas budaya. Selain itu, ia juga menekuni sejarah, khususnya sejarah sastra Indonesia, sastra siber, dan sejarah kebudayaan Indonesia.

Pada tahun 2016, ia mendapatkan penghargaan Warga Kehormatan dari Bupati Tulang Bawang Barat, Provinsi Lampung atas aktivitasnya dalam perkembangan sastra di Kab. Tulang Bawang Barat. Kerap diundang untuk memberi lokakarya kepenulisan dan menjadi pembicara dalam diskusi dan seminar sastra. Kini, ia juga mengelola situs web sastra *buruan.co* bersama para penulis di Bandung.

Amalia Salwa Salsabila merupakan mahasiswa Manajemen Fakultas Ekonomi dan Bisnis Universitas Pakuan Semester 7 dari konsentrasi Manajemen Sumber Daya Manusia. Ia ikut serta dalam kegiatan Pengabdian Masyarakat dan aktif dalam kegiatan Hibah Dosen di tahun 2023.