

THE EFFECTIVENESS of COLLABORATIVE PRODUCT ADVERTISING BETWEEN ERIGO AND JKT48 THROUGH INSTAGRAM SOCIAL MEDIA USING THE AIDA APPROACH (CASE STUDY ON INSTAGRAM @erigostore)

Agna Pahlevi¹, Andi Muhammad Sadat², Nofriska Krissanya³

¹Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia

²Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia

³Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia

Abstract

This study aims to measure the effectiveness of Erigo and JKT48 collaboration product advertisements through Instagram social media. Using purposive sampling method, data was collected from 120 respondents, who are Erigo's Instagram followers, through an online questionnaire distributed via Whatsapp and Instagram. Data were analyzed using SPSS version 29 with descriptive techniques, simple tabulation, and average user satisfaction scores using an interval scale. Validity and reliability tests of the questionnaire were carried out to ensure the accuracy of the instrument. The results showed that based on descriptive analysis, the advertisement fell into the "Very Good" and "Effective" categories on all four dimensions measured by the AIDA model. This research is expected to contribute to the knowledge and analysis of online media and corporate strategies to maintain profitability in a competitive market.

Keyword: Advertising Effectiveness, Collaboration, Social Media, Instagram, AIDA Model

1. Introduction

Digital technology has opened new opportunities in marketing by introducing ways to create, distribute, and optimize campaigns effectively. This transformation impacts activities related to sales, advertising, promotion, and product pricing. Digital platforms like social media enable marketers to reach a broader and more segmented audience. The evolution of the internet has enhanced the existence of digital marketing, making it increasingly effective. Consequently, digital marketing facilitates business owners, from small to large scales, to communicate, promote, and sell products online (Shiratina et al., 2020)

In today's digital era, social media plays a crucial role in marketing and communication, essential for the survival of businesses in a competitive landscape. It suggests that producers must be creative in developing and implementing effective marketing strategies to make their products appealing and desirable to consumers. One common strategy to enhance brand popularity is collaborating with celebrities or public figures in advertisements. Therefore, collaborations are not just a means of product innovation but also an effective strategy for brand introduction, provided the right partners are chosen. (Wulandari et al., 2023)

The internet has introduced numerous social networking sites, with Instagram being a prominent example. The rapid advancement of technology, the digital world, and the internet have significantly influenced marketing. Social media has become a popular communication tool for customers to share information and experiences with brands and other consumers. Users can access and monitor products they are interested in, and share information about them, illustrating the evolving dynamics of digital advertising on online media. Erigo's promotional advertising on Instagram aims to attract consumer interest, offering varied and frequently updated promotions. Erigo creates content and collaborative products for promotion, posting them on their Instagram account @erigostore. Actively engaging with followers through feeds, reels, and stories, Erigo provides information on promotions and product reviews, boasting 2.5 million followers as of July 6, 2024.



Source: Instagram @erigostore (2024)

This research aims to evaluate the effectiveness of the collaboration between Erigo and JKT48 using the AIDA model. The AIDA model, which outlines Attention, Interest, Desire, and Action, is crucial in understanding how campaigns influence consumer behavior from awareness to purchase decisions. Erigo has successfully raised awareness about its products and various aspects, particularly in fostering the relationship between consumers and the products. The exclusive collections created by Erigo not only enhance the desire for these products but also influence the consumers' decision to purchase them. Based on these issues,

the objective of this study is to measure the effectiveness of Erigo's advertising on social media Instagram, with the research titled "The Effectiveness of Collaborative Product Advertising Between Erigo and JKT48 Through Instagram Social Media Using the AIDA Approach."

2. Literature Review

2.1 Advertising Effectiveness

The effectiveness of advertising is measured by the extent to which an advertisement's message achieves the marketer's set objectives. Effective advertising encompasses the ability of the message to capture attention, be understood, evoke emotions, and elicit responses from the target audience. In practice, advertisements must be flexible, consistent, and easy to comprehend, and they should be regularly evaluated to ensure that the goals are being met. The advertisement's message needs to be conveyed clearly and honestly to build consumer trust and secure a lasting place in their minds. This phenomenon is known as effective advertising. (Yudiawati, 2021)

2.2 AIDA Model

According to Kotler & Keller (2018) the AIDA concept in advertising, particularly in the context of libraries, aims to achieve desired promotional goals. According to Kotler and Keller (2016), the AIDA model comprises four stages: Attention, Interest, Desire, and Action. These stages outline how consumers respond to advertisements. The first stage involves capturing attention, followed by generating interest, creating desire, and ultimately encouraging action, such as making a purchase or a decision. This concept serves as an effective promotional tool, guiding the audience through the decision-making process and maximizing the impact of the advertisement.

- 1) Attention, Attention and awareness represent the extent to which followers are aware of the existence of a product. Attention indicates how frequently Instagram followers engage with social media and use Instagram to follow product promotions. This includes the content of the advertisement messages, the frequency of ad displays, and the visualization of the advertisements
- 2) Interest, Interest is generated among Instagram followers of a product because they become aware of and attracted to a product presented through Instagram
- 3) Desire, Desire arises as a result of the exchange process that captures consumer interest. Desire is evident when customers decide to use the product after seeing it on Instagram.
- 4) Action, Action refers to the act of purchasing based on the decision-making process. This action is evident from the actual behavior of Instagram followers, marked by their tangible purchasing actions.

3. Material and Method

This research was conducted online using the Instagram platform over the period from December 2023 to July 2024

3.1 Design Study

This research uses a quantitative approach with a survey method where the quantitative approach allows for numerical measurement and analysis of data using descriptive statistics. The survey method aims to describe population trends, traits, or opinions through quantitative data. In this study, the survey was conducted online using Google Form to facilitate the distribution of questionnaires, as well as for time and cost efficiency. (Anggara & Abdillah, 2022)

Population

The population used in this study are Erigo Instagram followers, then this data is expressed as a population size

Sampel

The sample in this study was obtained by collecting data through a questionnaire via *Google Form* to respondents who were Erigo and JKT48 fans, especially Erigo Instagram *followers*. The reason for the selection is for researchers to provide a more detailed description of the promotions carried out by Erigo and JKT48. In measuring the sample size to be studied, the researcher uses Hair's formula, determining the number of samples depending on the number of indicators multiplied by 5 to 10 (Rahayu & Susanti, 2022). The sample size to be studied is formulated as follows:

$$N = \text{Number of Question Instruments} \times 6$$

$$N = 20 \times 6$$

$$N = 120$$

Based on these results, the minimum sample used was 120 respondents who came from Erigo's Instagram *followers*. This sample of 120 people was taken based on a questionnaire distributed via *Google Form*.

3.2 Data Analysis

Simple Tabulation Analysis

Simple tabulation analysis aims to see the percentage of respondents who choose categories. In addition, this simple tabulation aims to provide an overview of the questionnaire data that describes certain characteristics of the respondents (Elmertian et al., 2024). The calculation formula is as follows:

$$p = \frac{f_i}{\sum f_i} \times 100\%$$

Description

P= Percentage of respondents who chose a particular category

f_i = Number of respondents who chose a particular category

$\sum f_i$ = The total number of respondents

Descriptive Analysis

The analysis used to conduct this research is descriptive statistical analysis. According to Sugiyono (2022), descriptive analysis is an analysis that aims to analyze data by describing or presenting data as it is collected, without intending to draw conclusions or make

generalizations that apply to the general public. In this study, descriptive analysis measures the effectiveness of Erigo and JKT48 collaboration product advertisements on Instagram Social Media with the AIDA (*Attention, Interest, Desire, Action*) approach.

Descriptive data in this study were obtained through a questionnaire distributed to 120 respondents. The results of the respondents' answers collected through this questionnaire can be used as an overview of the company's conditions related to the research variables, namely the effectiveness of advertising on Erigo's Instagram social media.

Table 1 Criterion Scores and Achievement Levels

Criteria Score	Advertising Effectiveness
0 – 25%	Very unfavorable
26 – 50%	Not good
51 – 75%	Good
76 – 100%	Very Good

Sources: Processed by researchers (2024)

Average Score

The answer scores given to respondents will be weighted. The way to calculate the score is to add up all the product of the value of each weight divided by the total frequency. The calculation formula is sourced according to the formula Chandra et al. (2022)

$$X = \frac{\sum fi \cdot wi}{\sum fi}$$

Description

r = Average value

f = Frequency of questionnaire answers

n = Number of respondents

Then, a range of rating scales is used to determine the position of the responses of the respondents using a score on each variable. In this study, the alternative weights formed from the rating scale technique range from one (1) to four (4) which describes a negative position to a positive position. The scale range is calculated using the following formula (Chandra et al., 2022)

$$RS = \frac{R(\text{weight})}{M}$$

Where:

R (weight) = Greatest weight - Least weight

M = Number of weight categories

The largest weight is taken from the largest value range in the measurement scale, namely four (4) for the answer “Strongly Agree”, while the smallest weight is taken from the smallest value range in the measurement scale, namely one (1) for the answer “Strongly Disagree”. Therefore, the following scale range is obtained:

$$RS = \frac{(4 - 1)}{4} = 0,6$$

Table 2 Effectiveness Level

Scale Range	Effectiveness Criteria
1,00 – 1,75	Very Ineffective
1,76 – 2,50	ineffective
2,51 – 3,25	Effective
3,26 – 4,00	Highly Effective

Sources: Processed by researchers (2024)

4. Result and Discussion

4.1 Validity Test

The validity test was conducted on the research instrument to measure its validity. To test the validity, the researcher employed the correlation formula proposed by Pearson, known as the Pearson Product Moment Correlation (PPM) formula. With a significance level of 5%, the critical value of r is 0.176. The validity test was performed using the SPSS 29 software program. (Darojat, 2021)

Table 3 Validity Test

Dimension	Item	N	R Count	R Table	Information
<i>Attention</i>	Item 1	125	0,775	0,176	Valid
	Item 2	125	0,652	0,176	Valid
	Item 3	125	0,818	0,176	Valid
	Item 4	125	0,778	0,176	Valid
	Item 5	125	0,775	0,176	Valid
<i>Interest</i>	Item 6	125	0,690	0,176	Valid
	Item 7	125	0,715	0,176	Valid
	Item 8	125	0,762	0,176	Valid
	Item 9	125	0,738	0,176	Valid
	Item 10	125	0,792	0,176	Valid
<i>Desire</i>	Item 11	125	0,762	0,176	Valid
	Item 12	125	0,717	0,176	Valid
	Item 13	125	0,734	0,176	Valid
	Item 14	125	0,806	0,176	Valid
	Item 15	125	0,657	0,176	Valid
<i>Action</i>	Item 16	125	0,749	0,176	Valid
	Item 17	125	0,742	0,176	Valid
	Item 18	125	0,682	0,176	Valid
	Item 19	135	0,731	0,176	Valid
	Item 20	135	0,647	0,176	Valid

Sources: Processed by researchers (2024)

After processing the data using SPSS 29 software, it can be observed that the calculated R value (R hitung) consistently exceeds the 5% significance level with a critical r value of 0.176, thus confirming the validity of the instrument.

4.2 Reliability Test

Reliability refers to the degree to which an instrument can be trusted for use. A variable is considered reliable if it meets the threshold alpha value of 0.6. Specifically, a variable is deemed reliable if it yields a Cronbach's alpha value greater than 0.60, and unreliable if the Cronbach's alpha value is less than 0.60. The closer the alpha value is to one, the more reliable the data is considered to be (pakaya, 2021).

Table 4 Reliability Test

Dimension	N	Alpha Value	Cronbach Alpha	Information
Attention	125	0,819	0,60	Reliable
Interest	125	0,792	0,60	Reliable
Desire	125	0,788	0,60	Reliable
Action	125	0,753	0,60	Reliable

Sources: Processed by researchers (2024)

After conducting the reliability test, it was found that the Cronbach's alpha values for all four dimensions were greater than 0.6. Therefore, the four research instruments are considered reliable and trustworthy.

4.3 Attention

The Attention stage aims to gauge the respondents' interest in the Erigo and JKT48 collaboration content on Instagram. This stage includes five statements and describes the results of the questionnaire data.

Table 5. Frequency Analysis of Responses in the Attention Dimension

No	Statement		Alternative answer			
			STS	TS	S	SS
1	I am interested in paying attention to the messages/captions on the collaboration content of Erigo and JKT48 on Instagram	Wi	1	2	3	4
		Fi	5	14	56	50
		\sum Wifi	401			
		%	4,00%	11,20%	44,80%	40,00%
		Total	19		106	
			15,20%		84,80%	
		Average	3,20			
2	I frequently see the collaboration advertisement content of Erigo and JKT48 on social media Instagram	Wi	1	2	3	4
		Fi	4	12	63	46
		\sum Wifi	401			
		%	3,20%	9,60%	50,40%	36,80%
		Total	16		109	
			12,80%		87,20%	
		Average	3,20			
3	I am interested in viewing the collaboration content of Erigo and JKT48	Wi	1	2	3	4
		Fi	10	14	62	39
		\sum Wifi	380			
		%	8,00%	11,20%	49,60%	31,20%

No	Statement	Alternative answer				
		STS	TS	S	SS	
	because it has appealing visuals (images, text, words)	Total	24		102	
			19,20%		80,80 %	
		Average	3,04			
		Wi	1	2	3	4
4	I am interested in seeing promotions in the collaboration advertisement content of Erigo and JKT48 on social media Instagram	Fi	8	15	56	46
		\sum Wifi	390			
		%	6,40%	12,00%	44,80%	36,80%
		Total	23		102	
			18,40%		81,60%	
		Average	3,12			
		Wi	1	2	3	4
5	I need to follow the Erigo Instagram account to know the products they offer.	Fi	7	12	58	48
		\sum Wifi	397			
		%	5,60%	9,60%	46,40%	38,40%
		Total	19		106	
			15,20%		84,80%	
		Rata-rata	3,17			
			Average Percentage		16,16%	83,84 %
	Absolute Average		3,15			

Sources: Processed by researchers (2024)

The collaborative advertisement between Erigo and JKT48 on Instagram has successfully captured users' attention, with an approval rating of 83.84%, placing it in the "very good" category. A significant 87.20% of respondents frequently see this advertisement, enhancing familiarity and trust in Erigo's products. Additionally, 84.80% of respondents are interested in the messages and captions of the ads and feel compelled to follow Erigo's Instagram account to stay informed about their offerings. This underscores the importance of informative and interactive advertising content, as well as building an active follower community, in boosting engagement and purchase decisions. With an average score of 3.15, the attention dimension is classified as "Effective" within the scale of advertisement effectiveness.

4.4 Interest

In the second stage, namely *Interest* to find out respondents who have an interest in the advertising content of the Erigo and JKT48 collaboration on Instagram social media. In the *Interest* dimension there are 5 statements

Table 6 Frequency Test of Interest Dimension answers

No	Statement		Alternative answer			
			STS	TS	S	SS
1	I am interested in Instagram Erigo, because it is effective when creating content	Wi	1	2	3	4
		Fi	8	10	59	48
		\sum Wifi	397			
		%	6,40%	8,00%	47,20%	38,40%
		Total	19		107	
			14,40		85,60%	
		Rata-rata	3,17			
2	I easily understand the information listed on the advertising content of the Erigo and JKT48 collaboration on Instagram social media	Wi	1	2	3	4
		Fi	6	13	61	45
		\sum Wifi	395			
		%	4,80%	10,40%	48,80%	36,00%
		Total	19		106	
			15,20%		84,80%	
		Rata-rata	3,16			
3	I am interested in the advertising content of the Erigo and JKT48 collaboration on Instagram social media because I understand its purpose and objectives.	Wi	1	2	3	4
		Fi	7	11	57	50
		\sum Wifi	400			
		%	5,60%	8,80%	45,60%	40,00%
		Total	18		107	
			14,40%		85,60%	
		Rata-rata	3,20			
4	I am interested in Erigo's content on Instagram because of the different photo spots	Wi	1	2	3	4
		Fi	5	12	56	52
		\sum Wifi	405			
		%	4,00%	9,60%	44,80%	41,60%
		Total	17		108	
			13,60%		86,40%	
		Rata-rata	3,24			
5	I am interested in Erigo and JKT48's collaboration content on Instagram because they always inform me of new collaboration products offered quickly	Wi	1	2	3	4
		Fi	6	10	58	51
		\sum Wifi	404			
		%	4,80%	8,00%	46,40%	40,80%
		Total	16		109	
			12,80%		87,20%	
		Rata-rata	3,23			
	Average Percentage	12,80%		87,20%		
	Absolute Average	3,20				

Sources: Processed by researchers (2024)

The interest dimension in the collaborative advertisement between Erigo and JKT48 on Instagram achieved an average percentage of 87.20% for agreement and strong agreement responses, placing it in the "very good" category (76%-100%). The highest percentage, 87.20%, was attributed to respondents' interest in the collaborative content because it quickly informs them about new products. Another statement, with a high percentage of 86.40%,

indicated that respondents are attracted to Erigo's Instagram content due to the unique photo locations. This suggests that the main factors attracting consumers are the swift dissemination of new product information and the distinct photo locations. With an average interest dimension score of 3.20, the effectiveness of this advertisement falls into the "Effective" category

4.5 Desire

In the third stage, namely Desire to find out whether respondents have the desire to buy products on collaborative advertising content, Erigo and JKT48 on Instagram social media. In the Desire dimension there are 5 statements

Table 7 Frequency Test of Desire Dimension answers

No	Statement		Alternative answer			
			STS	TS	S	SS
1	Information from the caption about the advantages of the product on the content of Erigo's collaboration advertisement with JKT48 on Instagram social media raises the desire to buy.	Wi	1	2	3	4
		Fi	6	13	68	38
		\sum Wifi	388			
		%	4,80%	10,40%	54,40%	30,40%
		Total	19		106	
			15,20%		84,80%	
		Average	3,10			
2	Saya tertarik untuk memiliki produk setelah melihat konten Iklan kolaborasi Erigo dan JKT48 di media sosial Instagram.	Wi	1	2	3	4
		Fi	7	18	58	42
		\sum Wifi	385			
		%	5,60%	14,40%	46,40%	33,60%
		Total	25		100	
			20,00%		80,00%	
		Average	3,08			
3	I am interested in owning the product after seeing the advertising content of the Erigo and JKT48 collaboration on Instagram social media	Wi	1	2	3	4
		Fi	4	16	63	42
		\sum Wifi	393			
		%	3,20%	12,80%	50,40%	33,60%
		Total	20		105	
			16,00%		84,00%	
		Average	3,14			
4	I get a reason to buy a product after seeing the content of Erigo and JKT48 collaboration advertisements on Instagram social media.	Wi	1	2	3	4
		Fi	10	16	51	48
		\sum Wifi	387			
		%	8,00%	12,80%	40,80%	38,40%
		Total	26		99	
			20,80%		79,20%	
		Average	3,09			

No	Statement		Alternative answer			
			STS	TS	S	SS
5	Instagram Erigo monitors comments and feedback from followers and responds quickly	Wi	1	2	3	4
		Fi	3	27	61	34
		\sum Wifi	376			
		%	2,40%	21,60%	48,80%	27,20%
		Total	30		95	
			24,00%		76,00%	
		Average	3,00			
Average Percentage		19,20%		80,80%		
Absolute Average		3,09				

Sources: Processed by researchers (2024)

The desire dimension in the collaborative advertisement between Erigo and JKT48 on Instagram shows an average percentage of 80.80% for agree and strongly agree responses, which falls into the "very good" category (76%-100%). The highest percentage, 84.80%, indicates that information in the captions about the product's advantages plays a crucial role in fostering consumer desire. Additionally, another significant contribution is from statement number three, with 84.00% of respondents expressing trust in the products featured in the collaborative ads, highlighting that trust is a key factor in forming the desire to purchase. With an average score of 3.09, the effectiveness of this advertisement is categorized as "Effective".

4.6 Action

For the last stage, namely *Action* to find out whether respondents pay attention and take action to buy products on collaborative advertising content, Erigo and JKT48 on Instagram social media.

Table 8 Frequency Test of Action Dimension answer

No	Statement		Alternative answer			
			STS	TS	S	SS
1	I am convinced to buy products after seeing advertisements for Erigo and JKT48 collaboration content on Instagram social media	Wi	1	2	3	4
		Fi	5	11	71	38
		\sum Wifi	392			
		%	4,00%	8,80%	56,80%	30,40%
		Total	16		109	
			12,80%		87,20%	
		Average	3,136			
2	I tend to buy products after seeing advertisements for Erigo and JKT48 collaboration content on Instagram social media	Wi	1	2	3	4
		Fi	4	18	58	45
		\sum Wifi	394			
		%	3,2%	14,40%	46,40%	36,00%
		Total	22		103	
			17,60%		82,40%	

No	Statement		Alternative answer			
			STS	TS	S	SS
		Average	3,15			
3	I am interested in buying products because they are in accordance with the promotions aired on Erigo and JKT48 advertising content on Instagram social media	Wi	1	2	3	4
		Fi	4	13	67	41
		\sum Wifi	395			
		%	3,20%	8,80%	54,40%	33,60%
		Total	17		108	
			12,00%		88,00%	
		Average	3,16			
4	I buy Erigo collaboration products because I have seen reviews from other people on Instagram social media	Wi	1	2	3	4
		Fi	8	20	52	45
		\sum Wifi	384			
		%	2,40%	21,60%	40,00%	36,00%
		Total	28		97	
			24,00%		76,00%	
		Average	3,07			
5	I will recommend Erigo and JKT48 collaboration products to friends and relatives after seeing Erigo's advertising content on Instagram social media	Wi	1	2	3	4
		Fi	3	24	60	38
		\sum Wifi	383			
		%	2,40%	17,60%	49,60%	30,40%
		Total	27		98	
			20,00%		80,00%	
		Average	3,06			
	Rata-rata Persentase	17,28%		82,72%		
	Rata-rata	3,12				

Sources: Processed by researchers (2024)

The action dimension in the collaborative advertisement between Erigo and JKT48 on Instagram shows an average percentage of 82.72% for agree and strongly agree responses, placing it in the "very good" category (76%-100%). The highest percentage, 88.00%, indicates that consumers are interested in purchasing the product because the promotion aligns with their expectations. Another significant statement, with 87.20%, shows that consumers are confident in buying the product after seeing the collaborative advertisement, indicating that the ad effectively convinces them of the product's advantages. With an average action dimension score of 3.12, the effectiveness of this advertisement is categorized as "Effective".

This study demonstrates that the enhancement of online learning adoption and satisfaction through Gamification is shaped by various factors that reinforce the acceptance model, particularly the perception of ease of use. Earlier research has indicated that the PEOU (perceived ease of use) construct is indeed the most influential factor in acceptance, not only in the education sector but also in other sectors such as business and public administration.

6. Implicaation

After conducting research on the effectiveness of the collaborative advertisement between Erigo and JKT48 on Instagram using the AIDA model, it was found that the effectiveness of the ad can influence purchase decisions. However, the results revealed several areas needing improvement. In the Attention dimension, many respondents were not interested in the promotion, indicating that Erigo needs to review their marketing strategy to make it more relevant and engaging. In the Interest dimension, the lack of clarity in the advertisement's information was an issue, suggesting that Erigo should focus on delivering their message more clearly and simply. For the Desire dimension, respondents felt that Erigo did not adequately monitor and respond to comments, recommending that Erigo enhance their response system to boost customer satisfaction and loyalty. Lastly, in the Action dimension, the low intention of respondents to recommend the product indicates the need for more shareable content and incentives for recommending the product.

7. Rekomendation

The study conducted on the effectiveness of Erigo and JKT48 products on Instagram social media, using the AIDA (Study on Instagram @erigostore) approach, provides recommendations for future research. The study aims to gather data and expand the research scope to find more effective results due to numerous responses and a broad research area. It also seeks relevant journal references to develop a comprehensive research agenda, incorporating theories, methods, and analyses relevant to future research. The study not only examines Erigo's effectiveness on Instagram but also on TikTok, X, and Youtube, allowing for analysis and comparison of different social media effectiveness levels.

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9. Appendix (if any)

This section should be placed at the end of the manuscript after the reference list.