

## **IMPLEMENTATION OF DIGITAL MARKETING THROUGH INTEGRATED FACEBOOK AND INSTAGRAM ADVERTISING PLATFORMS TO INCREASE CUSTOMER ACQUISITION (CASE STUDY: FATHIR THERAPY HOLISTIC CARE CLINIC MAKASSAR)**

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### **ABSTRACT**

This study aims to implement and analyze the effectiveness of digital marketing through an integrated platform comprising Facebook Ads, Instagram Ads, and a website in increasing the number of customers at Fathir Therapy Holistic Care Makassar. The research method employed is Research and Development (R&D) using the Four-D (4D) model, which consists of four stages: define, design, develop, and disseminate. The define stage identifies the clinic's needs, including the suboptimal use of digital media. In the design stage, visual content and advertising strategies are developed using Canva and CapCut to support social media campaigns. A WordPress-based website is also created as an information hub and integration platform. The develop stage involves testing the digital marketing strategies, while the disseminate stage includes campaign implementation and result analysis. The findings reveal that the application of integrated platform-based digital marketing significantly increases customer reach and engagement. The effectiveness ratio shows a customer growth rate that exceeds the predetermined target. This implementation also offers a strategic solution to enhance business visibility in the digital era while strengthening Fathir Therapy Holistic Care's reputation as a trusted healthcare service provider.

**Keywords: Digital marketing, Facebook ads, Instagram ads, Website, Four-D model**

### **ABSTRAK**

Penelitian ini bertujuan untuk mengimplementasikan dan menganalisis efektivitas digital marketing melalui platform integrasi Facebook Ads, Instagram Ads, dan website dalam meningkatkan jumlah pelanggan di Fathir Therapy Holistic Care Makassar. Metode yang digunakan adalah Research and Development (R&D) dengan model Four-D (4D), yang meliputi tahapan define (pendefinisian), design (perancangan), develop (pengembangan), dan disseminate (penyebaran). Tahapan define mengidentifikasi kebutuhan klinik, termasuk pemanfaatan media digital yang belum optimal. Pada tahap design, konten visual dan strategi iklan dirancang menggunakan aplikasi Canva dan CapCut untuk mendukung kampanye di media sosial. Website berbasis WordPress juga dikembangkan sebagai pusat informasi dan integrasi. Tahap develop mencakup pengujian strategi digital marketing, sedangkan tahap disseminate melibatkan peluncuran kampanye dan analisis hasil. Hasil penelitian menunjukkan bahwa penerapan digital marketing berbasis platform integrasi ini mampu meningkatkan

jangkauan dan interaksi dengan pelanggan secara signifikan. Rasio efektivitas menunjukkan peningkatan jumlah pelanggan yang melebihi target yang ditetapkan. Implementasi ini juga memberikan solusi strategis dalam meningkatkan visibilitas bisnis di era digital, sekaligus memperkuat reputasi Fathir Therapy Holistic Care sebagai layanan kesehatan terpercaya.

**Kata Kunci: Digital marketing, Facebook ads, Instagram ads, Website, Four-D**

## INTRODUCTION

Entering the 21st century, technological advancements have accelerated rapidly and become inevitable. Since ancient times, humans have continuously strived to understand and utilize their surrounding environment. One of the most significant innovations is the internet, which was initially developed for military purposes by the United States Department of Defense in 1969, approximately 67 years ago (Nuriadin & Harumike, 2021). Today, the internet has transformed the world into a global village, enabling the rapid and efficient exchange of information, ideas, and cultures. The advancement of digital technology has brought significant changes across various industries, including the healthcare sector. A report by We Are Social (2024) notes that 79.5% of Indonesia's population now uses the internet, highlighting the vast potential of utilizing digital marketing to reach a broader audience. According to (Lucyantoro & Rachmansyah, 2017), Digital marketing refers to the utilization of internet-based media platforms (such as Instagram, Facebook, Twitter, TikTok, and websites) for marketing activities aimed at attracting consumers to use a company's products or services.

Nevertheless, the adoption of digital marketing in the healthcare sector remains relatively low. Fathir Therapy Holistic Care Clinic, which offers holistic therapy services such as post-stroke therapy, acupuncture, and cupping, has yet to fully leverage digital platforms to enhance the reach and visibility of its services. Therefore, this research is relevant as an effort to address this challenge through the development of an integrated digital marketing model, which is expected to effectively increase the number of clients (Mulawarman & Nurfitri, 2017).

This research was conducted at Fathir Therapy Holistic Care Clinic, located in Makassar, focusing on holistic health therapy services for people of all age groups seeking alternative treatments. The scope of this study includes the design and implementation of a digital marketing strategy based on the integration of three main platforms—Facebook Ads, Instagram Ads, and a website. The research employs a Research and Development (R&D) approach using the Four-D (4D) model, which consists of the stages: define, design, develop, and disseminate.

The literature review indicates that digital marketing has become a crucial strategy for expanding business reach. (Yanti & Sukotjo, 2016) For example, studies have examined the use of Instagram in increasing brand awareness within the hospitality sector, while (Lilis et al., 2022) others have explored digital marketing strategies for MSMEs. While these studies highlight the benefits of social media in reaching audiences, they do not offer solutions for cross-platform integration. This research (Taryono, 2023) also highlights the effectiveness of Facebook Ads, but its focus remains limited to a single digital marketing channel.

Previous publications each have their own strengths. The research (Yanti & Sukotjo, 2016) emphasizes the importance of social media in building brand awareness, yet it has not specifically targeted the healthcare sector. (Lilis et al., 2022) provides strategic insights for MSMEs, but has not quantitatively evaluated the effectiveness of the platforms. Similarly, (Taryono, 2023) explains the concept of Facebook Ads well, but does not include integration

with other digital platforms. This limitation presents a gap that this research aims to fill by offering a more comprehensive approach.

This research contributes to the development of an integrated cross-platform digital marketing approach that includes Facebook Ads, Instagram Ads, and a website, with implementation based on the Four-D (4D) model. This approach not only offers a structured strategy to increase the number of clients but also leverages the analytic features of each platform to obtain more accurate data-driven evaluations (Okpatrioka, 2023). This becomes an important aspect that has yet to be widely adopted in digital marketing practices within the healthcare sector in Indonesia.

The aim of this research is to design and implement an integrated digital marketing strategy based on the integration of three main platforms, as well as to measure the effectiveness of digital campaigns in increasing the number of clients at Fathir Therapy Holistic Care Clinic. The novelty of this research lies in the development of a digital marketing model that not only combines various digital marketing channels but is also specifically tailored to the needs of the healthcare sector. This research is expected to make a theoretical contribution by enriching the literature on digital marketing, as well as a practical contribution in the form of a model that can be applied by similar businesses. With a measurable strategy, this research also aims to enhance the clinic's visibility and customer loyalty, as well as strengthen the competitiveness of healthcare services in the digital era.

## LITERATURE REVIEW

### Digital Marketing

The rapid advancement of technology has driven the business sector to grow, from small to large-scale businesses, utilizing this development to run operations. Many competitors are vying to be the best, making it essential to have the right marketing strategy and effective media. Digital marketing is one of the marketing channels widely used today to support and promote businesses through the internet (Ratna Gumilang, 2019). According to Coviello et al. (in Fawaid, 2017), digital marketing is the utilization of the internet and other interactive technologies to create and build a dialogue between the company and already identified consumers.

### Digital Transformation and Customer Behaviour

Digital transformation in Indonesia is one of the government's policies aimed at encouraging the public and business actors to fully utilize digital technology. Digital transformation drives organizations to keep up with rapid technological advancements in order to remain competitive. The implementation of digital transformation can enhance operational efficiency, increase revenue, and improve organizational culture (Oktaviani et al., 2023). A website can be defined as a collection of pages that present various types of information in digital form, such as text, images, animations, sound, and video, or a combination of these elements. This information can be accessed through the internet, allowing anyone around the world to access it (Muhyidin et al., 2020). Facebook Ads is a paid advertising service provided by Facebook to help businesses promote their products, services, or content. The ads created will be displayed on platforms under Meta, such as Facebook, Instagram, and Messenger. Using the right targeting methods can help reach the relevant audience, increase sales opportunities, website traffic, or build brand awareness (Zahrul & Syaichu, 2017). Instagram is a social media platform widely used for sharing photos and showcasing users' presence.

Other users typically leave comments or reactions, encouraging interaction between individuals (Nur & Hadi, 2016). Consumer needs and wants vary and can change over time due to various factors that influence their purchasing decisions. Therefore, a marketer needs to understand consumer behavior so that marketing activities can be carried out more effectively and efficiently (Totok, 2016). Consumer behavior is a series of actions influenced by various factors, such as psychological and external factors, that drive consumers to choose and use the products they desire (Ardani, 2022).

**METHOD**

The research method used in this study is Research and Development (R&D). Research and Development (R&D) is a series of processes or steps taken to develop new products or improve existing ones. Research and development is a type of research that bridges or addresses the gap between basic research and applied research (Okpatrioka, 2023). In this study, a product is developed in the form of a WordPress-based web platform, serving as both an informational medium and an integration of Facebook and Instagram for digital marketing. The development model used is the Four-D (4D) model, developed by Thiagarajan, Semmel & Semmel (1974), which consists of four stages: define, design, develop, and disseminate. This model was chosen because it is time-efficient and has simple stages (Riani et al., 2023).

The population in this study consists of all current and potential customers of Fathir Therapy Holistic Care in Makassar. The sample includes active customers during the study period, as well as individuals who have been exposed to the health services campaign. Data analysis is the process of organizing and systematically arranging the results of observations, interviews, and other data to deepen the researcher’s understanding of the case being studied and present those findings to others (Nurdewi, 2022). In this study, an effectiveness analysis technique is used to measure how well the digital marketing strategy has achieved the set objectives. This is assessed by examining its impact on the clinic's growth. By conducting an effectiveness analysis, the researcher can determine whether the implemented digital marketing has been successful or needs to be adjusted to achieve optimal results. To analyze and draw conclusions about the level of effectiveness by comparing the actual results of effectiveness with the established criteria, as can be seen in Table 1. To do so, the effectiveness is calculated using the following effectiveness ratio formula:

$$Effectiveness = \left( \frac{R}{T} \right) \times 100\%$$

Source: (Trianto, 2013)

Explanation:

R = Realization

T = Target

Table 1: Effectiveness Ratio Classification

Percentage	Criteria
>100%	Very Effective
100%	Effective
90%-99%	Quite Effective
75%-89%	Less Effective
>75%	Ineffective

## RESULTS AND DISCUSSION

### Implementasi Digital Marketing

The research results indicate that Fathir Therapy Holistic Care has not fully utilized the Website, Facebook Ads, and Instagram Ads as information and digital marketing media. In response to this issue, the author aims to implement digital marketing through an integrated platform, Facebook Ads and Instagram Ads, to address these challenges. The research stages follow the Four-D model, outlined as follows:

In the Define stage, field surveys and interviews were conducted with Fathir Therapy Holistic Care Makassar to identify the problems and needs. The findings revealed that the clinic did not have a dedicated information medium for the services offered. Promotion through Facebook and Instagram was also underutilized due to limited understanding and the non-use of features such as Facebook Ads and Instagram Ads. Therefore, there was a need for a long-term information medium in the form of a website, which was then designed using the WordPress CMS with several main pages, such as Home, Therapy Services, Testimonials, Products, and Blog.

In the Design stage, the focus was on developing ad content and campaign support systems. Visual content was created using Canva, with designs tailored to the clinic's identity and the addition of interactive elements like Call to Action (CTA). For video content, CapCut was used to edit therapy service footage, add music, text animations, and adjust the format for social media needs. The target audience was determined based on location (Makassar), age demographics (22–65 years), and interest in health and alternative therapies. Ads were designed for various platforms: Facebook and Instagram (in the form of images, videos, and carousels) as well as a user-friendly website that could be used to view services, place orders, and read related information.

In the Develop stage, all the content that has been designed is produced and prepared for the campaign. The visuals and videos that have been created are tailored to the characteristics of the audience and include information about the main services such as cupping therapy, acupuncture, and post-stroke therapy, complete with CTAs to encourage action. Campaigns are set up through Facebook and Instagram Ads Manager with clear objectives, such as increasing traffic or converting services. The target audience is defined based on location, age, and interests. Budget allocation and scheduling are carried out to ensure the campaign runs efficiently and optimally. Once everything is prepared, ads are launched on the respective platforms according to the established schedule and strategy.

In the website development phase, the Fathir Therapy Holistic Care Makassar site is created using the WordPress CMS. The website includes various features that were previously designed, such as service information, testimonials, products, blog, contact, and comment sections. Before displaying the visual appearance, the researcher first explains the basic structure of the website through a sitemap, which is a navigation overview of the pages. This sitemap helps users navigate the site and ensures that all important information is easily accessible, making the website more user-friendly and comfortable to use. Sitemap Fathir Therapy Holistic Care Makassar can be seen in Figure 1.

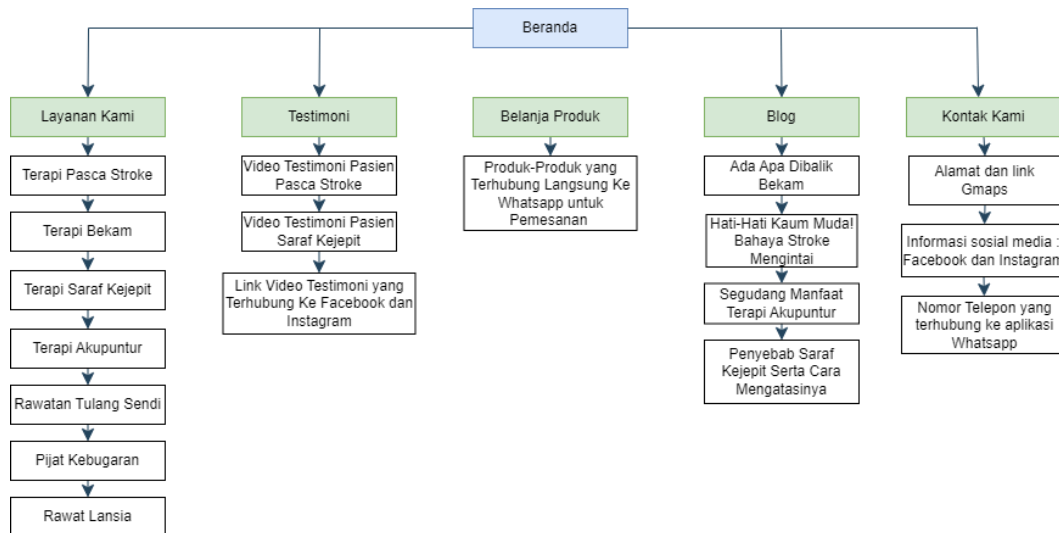


Figure 1. Sitemap Fathir Therapy Holistic Care Makassar

The Disseminate stage is the final phase where the digital campaign is published through Facebook, Instagram, and the Website. The results are then analyzed to evaluate the effectiveness of the implementation and the achievement of the set objectives. The campaign performance is measured using data from Facebook Ads, Instagram Ads, and the Website.

Table 2. Facebook Ads Ad Performance Data for 1-Month Period

Metrik	Facebook Ads
Impressions	71.660
Reach	49.494
Engagement	11.635
Conversions	698
Clicks (Business Profile Visits)	277
CPC (Cost Per Click Link)	Rp 1.246,86
CPA (Cost Per Acquisition)	Rp 42.586
Total Campaign	10
Total Budget	Rp 890.000

Based on Table 2, The results of the Facebook Ads campaign show that the ads received 71,660 impressions and reached 49,494 unique users. There were 11,635 interactions and 698 conversions, indicating a positive audience response. A total of 277 users also visited the business profile. With a CPC of IDR 1,246.86 and a CPA of IDR 42,586, the campaign proved to be quite efficient. From a total budget of IDR 890,000, the ad strategy is considered effective in driving conversions and increasing customer interest. The data was obtained through the Meta Ads Manager application

Table 3. Instagram Ads Ad Performance Data for 1-Month Period

Metrics	Instagram Insight
Impressions	19.284
Reach	12.236
Engagement	194
Clicks (Business Profile Visits)	354
Total Campaign	3
Total Budget	Rp 450.000

Based on Table 3, The Instagram Ads campaign generated 19,284 impressions and reached 12,236 unique users. There were 194 interactions, indicating a need to increase audience engagement. However, the campaign recorded 354 clicks to the business profile. With a budget of IDR 450,000 for three campaigns, the reach and profile visits results are quite good, although the data for CPC and CPA were not available for further analysis.

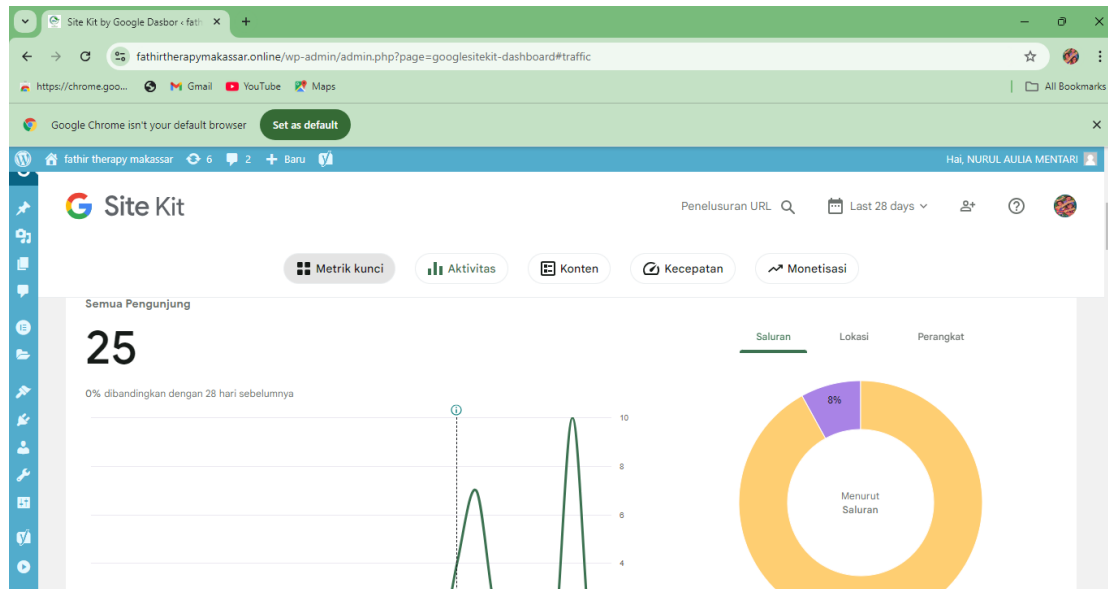


Figure 2. Website Performances

Based on Figure 2, the website of Fathir Therapy Holistic Care has low traffic, with only 25 visitors, despite Facebook Ads and Instagram Ads successfully attracting more audience. Nevertheless, the website remains an essential source of credible information regarding services, contact, and therapy education. The low visitor count may be due to insufficient SEO optimization and limited direct promotion.

**Effectiveness Analysis**

To obtain results from the effectiveness analysis in this study, aimed at increasing the number of customers at Fathir Therapy Holistic Care, a comparison between the number of customers before the study and after the study is necessary. Customer data before and after the study were directly obtained from the clinic's customer data records. The data presented in a Table 4.

Table 4. Customer List Before the Research Period

No	Services	Price	Facebook	Instagram	Website	Total Revenue
1	Post-Stroke Therapy	Rp 200.000	11	2	-	Rp 2.600.000
2	Cupping Therapy	Rp 150.000	14	-	-	Rp 2.100.000
3	Acupuncture Therapy	Rp 150.000	17	-	-	Rp 2.550.000
4	Pinched Nerve Therapy	Rp 150.000	21	-	-	Rp 3.150.000
5	Bone and Joint Treatment	Rp 150.000	-	-	-	-
6	Reflexiologi	Rp 150.000	-	-	-	-
7	Fitness Massage	Rp 150.000	-	-	-	-
8	Care for the Elderly	Rp 200.000	2	-	-	Rp 400.000
	<b>Total</b>		<b>65</b>	<b>2</b>	<b>-</b>	<b>Rp 10.800.000</b>

After the implementation of digital marketing through the website, Facebook Ads, and Instagram Ads, the difference in the number of customers and revenue at the clinic can be observed, as outlined in the Table 5.

Table 5. Customer List After the Research Period

No	Services	Harga	Facebook	Instagram	Website	Total Revenue
1	Post-Stroke Therapy	Rp 200.000	19	7	-	Rp 5.200.000
2	Cupping Therapy	Rp 150.000	18	9		Rp 4.050.000
3	Acupuncture Therapy	Rp 150.000	16	4		Rp 3.000.000
4	Pinched Nerve Therapy	Rp 150.000	20	9	2	Rp 4.650.000
5	Bone and Joint Treatment	Rp 150.000	-	-		-
6	Reflexiologi	Rp 150.000	-	-		-
7	Fitness Massage	Rp 150.000	3	1		Rp 600.000
8	Care for the Elderly	Rp 200.000	1	-		Rp 200.000
	Total		77	32	2	Rp 17.700.000

By conducting an effectiveness analysis, the researcher can determine whether the digital marketing applied has been successful or needs adjustments to achieve optimal results. To answer this research question, effectiveness is calculated using the following effectiveness ratio formula:

R (Realization) = 109 customers

T (Target) = Based on the number of customers before the research, 67 customers, plus 50%, making the target 101 customers.

$$Effectiveness = \left(\frac{R}{T}\right) \times 100\%$$

Sumber: (Trianto, 2013)

$$Effectiveness = \left(\frac{109}{101}\right) \times 100\%$$

$$Effectiveness = (1,07) \times 100\%$$

$$Effectiveness = 107\%$$

The application of digital marketing through an integrated platform, including Facebook Ads and Instagram, has proven to be highly effective in increasing the number of customers, as seen in the effectiveness ratio classification in Table 1, with a value of 107%, which falls into the "very effective" category. However, despite the increase in the number of customers, there has not been a significant spike in revenue. This is a common occurrence in businesses that are just starting digital marketing, where initial investments tend to be larger to introduce services or products to a wider audience. As the business develops and the digital marketing strategy becomes more optimized, it is expected that this positive effect will continue, leading to further growth in both customer numbers and revenue in the future.

## Discussion

The findings of this study confirm that the implementation of digital marketing through integrated platforms such as Facebook Ads, Instagram Ads, and websites plays a significant

role in enhancing business performance, particularly in increasing customer acquisition. The effectiveness value of 107%, categorized as “very effective,” indicates that digital marketing strategies are capable of expanding market reach and improving interaction with potential customers. This result is consistent with Ratna (2019), who emphasized that digital marketing not only increases visibility but also strengthens customer engagement and loyalty through real-time communication and data-driven decision-making. The use of analytical tools such as Meta Ads Manager and Instagram Insights further supports adaptive strategies, allowing businesses to evaluate and optimize campaigns efficiently.

Furthermore, the study highlights that the integration of multiple digital platforms contributes to more comprehensive marketing performance. The combination of social media advertising and website development enables businesses to not only attract customers but also provide credible and structured information. This finding aligns with Oktaviani et al. (2023), who argue that digital transformation enhances organizational competitiveness by improving communication channels and service accessibility. However, the relatively low website traffic observed in this study suggests that digital marketing effectiveness is influenced by supporting factors such as search engine optimization (SEO) and content distribution strategies (Shah & Murthi, 2021). This indicates that while social media ads are effective in generating traffic, the sustainability of digital engagement requires continuous optimization across all platforms.

In addition, the study demonstrates that consumer behavior plays a crucial role in determining the success of digital marketing strategies. The higher engagement observed in visual and video-based content indicates that interactive and informative content is more appealing to audiences. This finding supports Ardani (2022), who states that consumer decisions are influenced by psychological factors such as content attractiveness, relevance, and ease of understanding. Moreover, the discrepancy between the increase in customer numbers and the relatively stable revenue suggests that early-stage digital marketing efforts often prioritize awareness and customer acquisition over immediate financial returns (Shawky et al., 2020). Therefore, long-term optimization strategies, including targeted campaigns, content personalization, and customer retention programs, are necessary to maximize both engagement and revenue growth in the future.

## CONCLUSION AND RECOMMENDATION

The implementation of digital marketing through integrated platforms, Facebook Ads, and Instagram Ads has proven highly effective for the growth of Fathir Therapy Holistic Care Makassar. These platforms expand market reach, enhance visibility, and foster more personalized interactions. Analytics tools such as Meta Ads Manager, Instagram Insights, and Google Analytics help monitor and adjust strategies in real-time. While the website's performance is still lower compared to Facebook Ads, and interactions on Instagram and the website need improvement, this digital marketing strategy supports digital transformation, operational efficiency, and innovation.

The effectiveness analysis shows a result of 107%, indicating the success of the marketing strategy in achieving its target. Consistent and relevant content has expanded reach and increased the number of customers. Although content quality needs improvement, these digital platforms have been effective in growing the customer base. The website, while having a low impact on conversions, serves as an information hub and ad integration point, with potential improvements through SEO and landing page design to support better conversions. Based on the research, it is recommended to enhance the quality of ad content and improve audience targeting to boost engagement and conversions, particularly on Instagram, by utilizing more appealing and interactive content. Additionally, the use of the website as an information

hub should be strengthened through SEO optimization and the development of features that facilitate user actions. These improvements are expected to increase campaign effectiveness and customer conversions in the future.

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